

Europe Package Testing - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Europe Package Testing Market size is worth USD 7.76 Billion in 2025, growing at an 8.83% CAGR and is forecast to hit USD 11.85 Billion by 2030.

Key Highlights

- The European Packaging Testing market is experiencing growth due to several key factors. The increasing consumption of packaged food, beverages, and processed food is a primary driver. Stringent regulations and standards further support this trend to ensure the safety and quality of packaged goods. The rapid expansion of online retail, particularly for food and other consumer items, has intensified the need for robust packaging to guarantee safe delivery through complex distribution networks. Additionally, the market is expanding due to the demand for innovative packaging solutions capable of withstanding various environmental conditions during transit.
- Package testing is crucial in assessing product quality and ensuring European customer satisfaction. It encompasses critical aspects such as product safety, regulatory compliance, customer experience enhancement, brand strengthening, cost reduction, and product development innovation. Effective package testing ensures products meet safety standards, comply with regulations, and deliver a positive customer experience. It also helps differentiate brands in competitive markets, reduces costs through optimised packaging, and supports the development of new and improved products.
- Regarding product safety, package testing evaluates the ability of packaging to protect contents from damage, contamination, or tampering during transportation and storage. This includes assessing the strength of materials, seal integrity, and resistance to environmental factors like moisture or temperature changes. Regulatory compliance testing ensures that packaging meets legal requirements, such as labelling standards, material restrictions, and environmental regulations specific to different European countries.
- Customer experience enhancement involves testing packaging for ease of use, clarity of instructions, and overall aesthetic

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appeal. This may include evaluating the unboxing experience, text readability, and packaging features' functionality, like resealable closures. Brand strengthening through package testing focuses on maintaining consistency in packaging quality across product lines and ensuring that packaging effectively communicates brand values and messaging.

- Package testing's cost-reduction aspects involve optimising material usage, improving production efficiency, and minimising waste. This may include testing alternative materials or designs that maintain product protection while reducing overall packaging costs. Package testing also supports innovation in product development by evaluating new packaging concepts, materials, or technologies. This process helps companies stay competitive by introducing packaging solutions that address emerging consumer needs or environmental concerns.

- Packaging materials undergo various tests to evaluate their performance under different conditions. These tests include pressure loads, shock, vibration, knocking, humidity, and temperature variations. Various testing methods, such as drop, compression, and environmental conditioning tests, have been developed to assess packaging quality. Packaging is crucial in maintaining product quality and reliability during transportation and storage. It protects products from physical damage, contamination, and environmental factors. Packaging must withstand extended wear and tear as consumer expectations increase to ensure products reach consumers in optimal condition.

- Increasing consumption of packaged food, beverages, and processed food propels the European Packaging Testing market. Stringent regulations and standards further support this growth to ensure the safety and quality of packaged goods. Furthermore, the rise of online retail, especially for food and other items, amplifies the need for precise packaging to ensure safe delivery through complex distribution networks. The demand for innovative packaging solutions that withstand various environmental conditions during transit also contributes to market expansion.

- Package testing in Europe is expanding alongside the growing customer base. This expansion is driven by increasing regulatory requirements, consumer demand for safer and more sustainable packaging, and the need for companies to ensure product integrity during transportation and storage. Authoritative bodies such as ASTM (American Society for Testing and Materials) and ISTA (International Safe Transit Association) conduct standard examinations, including drop, vibration, and shock testing.

- These tests simulate real-world conditions that packages may encounter during shipping and handling. All European packaging industries adhere to these standards to ensure product safety and quality. In the pharmaceutical industry, packaging violations are subject to high-level investigations by authorities such as the US FDA, resulting in stringent measures. These measures are crucial to maintaining drug efficacy and patient safety. Packaging materials include glass, plastic, paper and paperboard, metal, and others, each chosen based on specific product requirements and environmental considerations.

- The substantial expenses associated with package testing significantly constrain market expansion. These costs encompass various aspects, including specialised equipment, trained personnel, and time-intensive procedures. Companies, especially smaller ones or those operating in emerging markets, may need help to allocate resources for comprehensive package testing. This financial barrier could hinder innovation and slow down the introduction of new packaging solutions to the market. As a result, the high costs of package testing impact individual businesses and influence the overall growth trajectory of the packaging industry.

Europe Package Testing Market Trends

Food and Beverage Expected to Drive the Growth of the Market

- The food and beverage industry is expected to be a key driver of growth in package testing across Europe. As consumer demands for food safety and quality increase, manufacturers invest more in rigorous testing procedures for their packaging materials. This trend is further fueled by stringent regulations on food contact materials and packaging integrity in the European Union.

- Several factors contribute to the growing importance of package testing in the food and beverage sector: Regulatory compliance: European food safety regulations require extensive testing of packaging materials to ensure they do not contaminate

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food products. Consumer safety: Package testing helps prevent potential health hazards associated with packaging failures or material migrations. Quality assurance: Rigorous testing ensures that packaging maintains product freshness and extends shelf life. Brand protection: Effective packaging verified through testing helps maintain brand reputation and consumer trust.

- Additionally, the rise of innovative packaging solutions, such as active and intelligent packaging, requires more sophisticated testing methods to ensure compliance and effectiveness. These advanced packaging technologies often incorporate features like oxygen scavengers, moisture control systems, and temperature indicators, necessitating specialized testing protocols.

- The growing emphasis on sustainability and eco-friendly packaging in the food and beverage sector also contributes to the increased demand for package testing services in Europe. As manufacturers shift towards biodegradable, compostable, or recycled materials, new testing methodologies are required to verify the performance and safety of these alternative packaging solutions.

- The expansion of e-commerce in the food and beverage industry has created new challenges for packaging, leading to increased demand for testing services. These services ensure products can withstand the rigours of shipping and handling while maintaining quality. Package testing has become crucial as e-commerce platforms require robust packaging solutions to prevent damage during transit and maintain product integrity.

- In the United Kingdom (UK), total consumer spending on food and non-alcoholic beverages has grown. In the third quarter of 2023, consumer spending for food and non-alcoholic drinks reached approximately USD 43,501 million, an increase from USD 40,417 million in Q4 2022. This upward trend in food and beverage consumption directly impacts the packaging industry, driving the need for more sophisticated and reliable package testing methods.

- The growing demand for package testing services is also influenced by changing consumer preferences and regulatory requirements. As consumers become more environmentally conscious, there is an increased focus on sustainable packaging solutions, which require rigorous testing to ensure they meet both performance and eco-friendly standards. Additionally, stringent food safety regulations necessitate comprehensive testing to verify that packaging materials do not contaminate food products and maintain their freshness throughout the supply chain.

United Kingdom Occupies a Majority Share in the Market

- The increasing adoption of packaging across various industries drives the demand for package testing in the United Kingdom. This trend is fueled by the growth of food and beverage, pharmaceuticals, and e-commerce sectors, each requiring specialized packaging solutions. As companies strive to ensure product safety, quality, and regulation compliance, the need for comprehensive package testing services has become more pronounced. These tests evaluate durability, barrier properties, and environmental impact, helping businesses optimize their packaging designs and meet consumer expectations.

- The rising consumption of soft drinks, spirits, wine, and beer in Europe is driving growth in beverage packaging, contributing to expanding the package testing market in the region. This trend is particularly evident in countries with beverage industries, like Germany, France, and Italy. As consumer preferences evolve and new packaging technologies emerge, manufacturers increasingly invest in rigorous testing procedures to ensure product safety, quality, and compliance with regulatory standards. This includes tests for material integrity, seal strength, and barrier properties, which are crucial for maintaining the freshness and safety of beverages. Additionally, the growing emphasis on sustainable packaging solutions in the European market has increased demand for testing services to validate the environmental claims of new packaging materials and designs.

- The European package testing market has undergone significant changes in recent years, primarily driven by the expansion of retail companies and their product lines. This growth has increased demand for package testing services to ensure product safety, quality, and regulation compliance. Retailers have benefited from more efficient distribution and logistics through broader vertical integration, fueling the need for comprehensive package testing solutions. These developments have contributed to the overall growth of the packaging industry in Europe.

- In the United Kingdom, a key player in the European market, the revenue of the "packaging activities" industry has shown a notable upward trend. According to industry data, the revenue is expected to reach approximately USD 5.505 billion in 2023, a

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significant increase from USD 5.320 billion in 2021. This growth reflects the increasing importance of packaging and package testing in the retail and consumer goods sectors and the ongoing innovations in packaging materials and technologies that require rigorous testing protocols.

Europe Package Testing Industry Overview

The Europe package testing market is semi-consolidated, featuring a mix of global and regional players. Key companies such as Intertek Group plc, TUV SUD AG, Smurfit Kappa, and Tri-Wall UK Limited compete. The industry is characterized by low product differentiation, increasing product penetration, and intense competition among market participants.

The competitive landscape is further shaped by technological advancements in testing equipment, increasing emphasis on sustainable packaging, and growing demand for e-commerce solutions. Companies in this market continuously invest in research and development to enhance their testing capabilities and stay ahead of evolving industry requirements.

As the market grows, companies are expanding their geographical presence and service offerings through strategic partnerships and acquisitions. This trend will likely intensify competition and lead to further market consolidation in the coming years.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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