

Europe Plastic Bottles And Containers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Europe Plastic Bottles And Containers Market size is estimated at USD 36.54 billion in 2025, and is expected to reach USD 44.18 billion by 2030, at a CAGR of 3.87% during the forecast period (2025-2030).

Key Highlights

- Plastic bottles and containers manufactured from materials like polyethylene terephthalate, polypropylene, and polyethylene, dominate the packaging landscape. Their lightweight and durable nature makes them a preferred choice for manufacturers, primarily due to their cost-effectiveness. This, coupled with the global reliance on packaged foods and beverages, sets the stage for a significant impact on the plastic bottles and containers market in the coming years.
- The surge in plastic adoption is directly tied to its lightweight properties. This not only aids in energy conservation during transportation but also reduces emissions. Plastic's weight advantage becomes even more apparent when compared to heavier alternatives like glass, which necessitate more trips for transportation.
- While plastic bottles and containers can be crafted from various materials, those made from polyethylene terephthalate (PET) stand out for their durability, versatility, and cost-efficiency. As Europe's food, beverage, and pharmaceutical sectors expand and innovate, the demand for plastic packaging, especially PET bottles, rises in tandem. The industry's trend of introducing new beverages in diverse flavors and packaging styles further bolsters the demand for rigid plastic bottles.
- The beverage sector, in particular, heavily leans on plastic bottles, driven by the perpetual demand for bottled water and non-alcoholic drinks. Consumers seek bottled water for its perceived purity, shunning potentially contaminated tap water, and valuing the convenience and portability it offers.
- Highlighting environmental concerns, a European Commission study underscored the prevalence of PET bottles and their lids in ocean debris. In response, the European Council has rolled out stringent regulations, aiming to curb the use of single-use plastics and set ambitious recycling targets.

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- Amid mounting worries over plastic pollution, both manufacturers and consumers are exploring eco-friendlier packaging alternatives. This shift is evident in the rising adoption rates of aluminum and glass, lauded for their recyclability and environmentally conscious attributes.
- Illustrating this trend, in March 2024, Europe's Brookfield Drinks made waves by announcing the launch of a 100% Prevented Ocean Plastic bottle. This innovative bottle, part of their NEO WTR range, is set to debut in 250 Tesco superstores. Brookfield Drinks' initiative marks a significant milestone, outpacing major soft drink brands by introducing a new spring water range in the industry's first fully recycled ocean-bound plastic bottle, complete with a recyclable cap and label.

Europe Plastic Bottles and Containers Market Trends

The Beverages Segment is Expected to Hold a Significant Market Share

- The beverage industry is driving significant growth in the market under study. Plastic containers and bottles are gaining popularity within this sector, prompting manufacturers to cater not only to beverages but also to other end-user industries. Lightweight packaging has emerged as a pivotal force in the packaging industry, owing to its dual benefits: economic efficiency and environmental friendliness. Given their lightweight nature, plastic bottles and containers reduce energy consumption during transportation, leading to lower fuel usage, reduced carbon emissions, and decreased costs for distributors and retailers.
- As per the 2024 Annual Report by the British Soft Drink Association, the United Kingdom consumed 3,027 million liters of bottled water in 2023, with plastic bottles representing a dominant 95.2% share. With bottled water consumption on the rise, the demand for rigid plastic bottles in the beverage sector is set to surge.
- Plastic bottles, due to their cost-effectiveness and barrier properties, hold a lion's share in the United Kingdom's beverage landscape. They make up 68% of soft drink consumption, 53% of carbonated drinks, 95% of dilutables, and 42% of sports and energy drinks, as highlighted in the British Soft Drink Association's findings.
- Across the European plastic bottles and containers market, there's a notable uptick in sustainability initiatives. These include a shift towards sustainable raw materials like bioplastics and integrating recycled content into product lines, all aimed at fostering innovation. The ambitious targets set by the Single-Use-Plastic Directive - 25% recycled content by 2025 and 30% by 2030 - are poised to revolutionize the industry. Manufacturers are thus compelled to invest in recycling technologies, signaling a steadfast commitment to sustainability.
- With beverage consumption on the rise, the demand for plastic bottles and containers for bottled water, carbonated drinks, or milk is surging. Germany, for instance, saw its per capita soft drink consumption climb from 114.7 liters in 2020 to a projected 124.9 liters in 2023, underscoring the country's robust appetite for plastic packaging.

Germany is Expected to Witness Significant Growth

- Germany is increasingly embracing plastic packaging solutions, driven by advancements from both solution providers and end users. The renowned consumer perception of "Made in Germany" products has notably favored the region's flexible packaging companies.
- The German government has implemented stringent regulations for the plastic packaging industry. While PET bottles are prevalent across various sectors, polyethylene (PE) bottles dominate sales in beverages, cosmetics, sanitary, and detergent segments.
- With a surge in cosmetic consumption and continuous innovation in plastic packaging technology, the market is poised for growth. Plastic, known for its lightweight, cost-effectiveness, and hygienic properties, is particularly well-suited for cosmetics, especially those with shorter shelf lives. Transparent, airtight, and easily moldable with good compressive strength, PET plastic

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bottles are enhancing the visual appeal of high-end cosmetics, indicating a promising future for this segment.

- PET finds common use in both bottles and jars, especially favored for aggressive cosmetics. On the other hand, polyvinyl chloride (PVC) is generally shunned due to its potential to react with and distort materials, not to mention its association with hazardous components. The study covers a range of applications, including skincare, haircare, oral care, makeup, deodorants, fragrances, and more.
- Germany boasts a robust beauty and personal care market, witnessing rapid growth. According to the Personal Care and Detergent Industry Association e. V., the market value surged from USD 14,722.9 million in 2021 to USD 17,156.9 million in 2023. This expanding personal care market underscores Germany's significance in the growth of plastic bottles and containers.

Europe Plastic Bottles and Containers Industry Overview

The market studied is fragmented, with some significant players such as Alpha Group, Amcor PLC, Gerresheimer AG, Berry Global Inc., Plastipak Holdings Inc., and Graham Packaging Company LP. These companies increase their market shares by launching new products and forming partnerships and mergers. Some of the recent developments are:

- October 2023 - Berry Global Group introduced a rPET bottle specifically for the upscale water brand, NEUE. This launch marks a significant step as Berry Global provides 100% recycled PET bottles for NEUE's premium artesian mineral water. NEUE Water is designed with the contemporary, fast-paced lifestyle in mind. In addition to its eco-friendly composition, the bottle's innovative flat shape ensures convenient portability, fitting seamlessly into pockets, bags, and even seatback storage on various modes of transport.
- October 2023 - Plastipak and PVG Liquids have jointly engineered a 375g preform tailored for a 20-liter stackable container, designed to significantly slash PET consumption by 500 tons in the coming years. This innovation is projected to curtail CO2 emissions by approximately 200 tons annually. The production, situated at Plastipak's Verbania plant in Italy, is a strategic move to minimize emissions during transit. The container itself is crafted from a novel low-crystallinity resin, paired with the innovative preform.

Additional Benefits:

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

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