# Europe Printed Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 100 pages | Mordor Intelligence

**AVAILABLE LICENSES:**

- Single User License $4750.00
- Team License (1-7 Users) $5250.00
- Site License $6500.00
- Corporate License $8750.00

**Report description:**

The Europe Printed Packaging Market size is worth USD 75.25 Billion in 2025, growing at an 4.07% CAGR and is forecast to hit USD 91.87 Billion by 2030.

Key Highlights
- The Europe printed packaging market is evolving through several key trends and consumer demands. The shift toward sustainable packaging is a primary driver, with consumer preferences and regulatory requirements increasing demand for eco-friendly solutions, including recyclable, biodegradable, and plastic-free packaging. This has increased the adoption of paper-based and plant-based materials, particularly in the food and beverage industry, where environmental impact concerns are significant.
- Printing technologies are transforming the market by enabling personalized and customized packaging solutions. This technology allows manufacturers to produce small-batch, cost-effective print runs with variable designs to meet specific consumer requirements and limited-edition products. The e-commerce sector mainly demonstrates this trend, as consumers seek distinctive packaging experiences.
- For instance, in July 2024, Siegwerk introduced CIRKIT CLEARPRIME UV E02, its first UV flexo deinking system for the European market. The system provides a solution for deinking UV-printed pressure-sensitive labels (PSL) and enhances package recyclability. The primer technology, developed for non-food packaging applications, improves the recyclability of labeled plastic packaging. It enables the production of high-quality recyclates suitable for reuse in non-food packaging applications.
- E-commerce growth has reshaped packaging requirements, emphasizing the need for protective yet lightweight solutions to optimize shipping costs while maintaining product integrity. This has increased demand for corrugated cardboard and flexible packaging materials that provide transit protection and cost efficiency. E-commerce companies also invest in premium packaging designs to enhance the unboxing experience for online purchases.

- Innovative packaging technologies emerge in the European market as manufacturers integrate innovative features. QR codes, RFID tags, and augmented reality components provide product information, improve traceability, and create interactive experiences. These technologies enhance consumer engagement while supporting supply chain management and product authentication, particularly in the food and pharmaceutical industries.
- Consumer health consciousness has intensified the demand for safety-compliant packaging that meets regulatory standards. Food and pharmaceutical packaging must ensure product integrity, prevent contamination, and display evident ingredient and expiration information. The market also shows increased adoption of tamper-evident and child-resistant packaging in sectors prioritizing safety and security. These developments reflect the market's adaptation to consumer preferences, technological progress, and regulatory requirements.

Europe Printed Packaging Market Trends

Beverage Industries to Hold Significant Share

- The demand for printed packaging in the European beverage sector continues to grow, driven by evolving consumer preferences, sustainability trends, and technological advancements. Printed packaging serves as a key differentiator for brands in a competitive market. As beverage companies compete for shelf presence, adequate packaging has become essential to their marketing strategy. Printed labels and packaging communicate product identity and quality through graphics, textures, and finishes, particularly in premium segments like alcoholic beverages.
- The increased demand for printed packaging stems from a heightened focus on sustainability. European consumers' environmental awareness has compelled brands to reduce their environmental impact. This has resulted in adopting eco-friendly packaging solutions, including recyclable materials, biodegradable inks, and sustainable printing processes. The European Union's Packaging and Packaging Waste Directive has pushed the beverage sector toward sustainable practices. Companies now prioritize packaging aligned with circular economy principles to ensure efficient material reuse and recycling.
- The beverage sector emphasizes personalization and premiumization through printed packaging. Brands can create unique, limited-edition designs and region-specific variants to meet diverse consumer preferences. Digital printing technologies enable this customization through faster production times, cost-effective small runs, and design flexibility. This has increased printed packaging demand in craft beer, wine, and spirits segments, where consumers associate premium packaging with product quality.

- Printing technology advances have transformed beverage packaging. Digital printing has gained adoption for its ability to produce high-quality prints on glass, aluminum, and plastic. This technology enables efficient production of customized packaging for small batches and seasonal releases. Digital printing reduces waste and energy consumption compared to traditional methods, supporting industry sustainability goals. Interactive packaging features, including QR codes and augmented reality, enable innovative consumer engagement.
- Regulatory pressures and consumer behavior shape printed packaging's future in the beverage sector. European governments' stricter packaging regulations to minimize waste and promote recycling have led manufacturers to adopt sustainable materials and processes. Demand has increased for packaging that effectively communicates recycling information and sustainability initiatives. Printed labels facilitate regulatory compliance and appeal to environmentally conscious consumers. The printed packaging market in European beverages continues to evolve through sustainability requirements, technological innovation, and branding needs.
- The French alcoholic beverage market's printed packaging demand correlates directly with sales volumes from July 2023 to June 2024. Beer and light beer, with 1,312.44 million units, represent the largest segment, requiring extensive printed packaging solutions for product differentiation. The cider segment, accounting for 46.34 million units, generates demand for distinct packaging designs. Spirits and liqueurs, at 275.88 million units, require sophisticated printed packaging with detailed labels and premium finishes. The aperitifs category, with 157.53 million units, utilizes printed packaging to emphasize product

characteristics. Sparkling wine and champagne, representing 191.62 million units, rely on printed packaging to communicate premium positioning. The growth across these categories continues to drive the demand for printed packaging solutions to enhance brand visibility and market presence.

Germany is Expected to Witness Significant Growth

- Several key industries, including food and beverages, pharmaceuticals, cosmetics, consumer goods, and e-commerce, drive the printed packaging market in Germany. The food and beverage sector requires functional packaging for branding purposes, including cartons, labels, and flexible packaging, with sustainability as a primary focus. The pharmaceutical industry generates substantial demand through its requirements for high-quality, tamper-evident, and information-rich packaging, primarily using printed folding cartons, labels, and inserts.
- Cosmetics and personal care products utilize printed packaging for functionality and aesthetic appeal, incorporating tubes, labels, and premium folding cartons, with increasing adoption of eco-friendly materials. The consumer goods sector, encompassing household items, electronics, and apparel, requires printed packaging for product differentiation, logistics, and online retail purposes.
- The cosmetics market in Germany has experienced steady growth from 2021 to 2023, as reflected by the increasing market value. In 2021, the market was valued at USD 14.74 billion, growing to USD 15.47 billion in 2022 and further expanding to USD 17.22 billion in 2023. This growth stems from rising consumer demand for skincare and beauty products, increased spending on premium and sustainable cosmetic products, and consumer preference for personalized packaging.
- The market growth reflects a shift toward sustainability, with German consumers seeking eco-friendly and ethically produced cosmetics. This trend drives packaging innovations, including recyclable materials and biodegradable packaging, which have become essential brand differentiators. E-commerce has emerged as a significant sales channel, with online cosmetics shopping increasing substantially during and after the pandemic, creating demand for visually appealing and functional printed packaging.
- Digital printing technologies have enhanced the market's development by enabling customized packaging options for luxury and mass-market cosmetic brands. This advancement has created opportunities for packaging manufacturers to address specific consumer preferences, mainly through personalized and limited-edition products.
- E-commerce has increased the demand for printed packaging as online retail companies seek branded, sturdy, and recyclable shipping materials. Custom boxes and branded mailers dominate this segment. The automotive and industrial sectors consistently demand printed packaging solutions, primarily using corrugated boxes and labels for parts and components.
- The market demonstrates a substantial shift toward sustainability across all sectors, influenced by consumer preferences and European Union packaging waste regulations. German companies implement recyclable, biodegradable, and renewable materials in their packaging solutions. Digital printing technologies enable customized, short-run packaging production that addresses environmental concerns and branding requirements. The market continues to evolve, with sustainability and innovation as fundamental drivers.

Europe Printed Packaging Industry Overview

Europe's Printed Packaging market is fragmented because many players run their businesses at national and international levels, with significant players like Amcor Group, Mondi plc, CCL Industries Inc.and among others. Mergers, acquisitions, and collaboration of relevant businesses and business units for strategic growth have been recurring market trends in the packaging industry.

Additional Benefits:

- The market estimate (ME) sheet in Excel format

- 3 months of analyst support

**Table of Contents:**

1 INTRODUCTION
1.1 Study Assumptions and Market Definition
1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS
4.1 Market Overview
4.2 Industry Value Chain Analysis
4.3 Industry Attractiveness - Porter's Five Forces Analysis
4.3.1 Threat of New Entrants
4.3.2 Bargaining Power of Buyers
4.3.3 Bargaining Power of Suppliers
4.3.4 Threat of Substitute Products
4.3.5 Intensity of Competitive Rivalry

5 MARKET DYNAMICS
5.1 Market Drivers
5.1.1 Growing Technological Advancement in the Printing Industry
5.1.2 Expanding End-user Packaging Applications
5.2 Market Restraint
5.2.1 Fluctuations in Raw Material Prices and Their Impact on the Cost of Printed Packaging

6 MARKET SEGMENTATION
6.1 By Printing Technology
6.1.1 Offset Lithography
6.1.2 Rotogravure
6.1.3 Flexography
6.1.4 Digital Printing
6.1.5 Screen Printing
6.2 By Ink Type
6.2.1 Solvent-based Ink
6.2.2 UV-curable Ink
6.2.3 Aqueous Ink
6.3 By Packaging Type
6.3.1 Label
6.3.2 Plastic
6.3.3 Glass
6.3.4 Metal
6.3.5 Paper and Paperboard
6.4 By Application
6.4.1 Cosmetic and Homecare

6.4.2 Food and Beverage
6.4.3 Pharmaceutical
6.4.4 Other Applications
6.5 By Country***
6.5.1 United Kingdom
6.5.2 Germany
6.5.3 France
6.5.4 Spain
6.5.5 Italy
6.5.6 Poland
6.5.7 Netherlands

7 COMPETITIVE LANDSCAPE
7.1 Company Profiles
7.1.1 Mondi plc
7.1.2 Ahlstrom Oyj
7.1.3 Autajon Group
7.1.4 Huhtamaki Oyj
7.1.5 CCL Industries Inc.
7.1.6 Clondalkin Group Holdings BV
7.1.7 Constantia Flexibles Group GmbH
7.1.8 Amcor Group
7.1.9 Smurfit Westrock plc
7.1.10 DS Smith PLC
7.1.11 International Paper Company

8 INVESTMENT ANALYSIS

9 MARKET OPPORTUNITIES AND FUTURE TREND

# Europe Printed Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 100 pages | Mordor Intelligence

To place an Order with Scotts International:

- - Print this form
- - Complete the relevant blank fields and sign
- - Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

| Select license | License | Price |
|---|---|---|
| | Single User License | $4750.00 |
| | Team License (1-7 Users) | $5250.00 |
| | Site License | $6500.00 |
| | Corporate License | $8750.00 |
| | VAT | |
| | Total | |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---|---|---|---|
| Email* | | Phone* | |
| First Name* | | Last Name* | |
| Job title* | | | |
| Company Name* | | EU Vat / Tax ID / NIP number* | |
| Address* | | City* | |
| Zip Code* | | Country* | |
| | | Date | 2026-03-02 |
| | | Signature | |