

North America Blister Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The North America Blister Packaging Market is expected to register a CAGR of 7.5% during the forecast period.

Key Highlights

- Blister packaging is witnessing moderate growth in the North American region. The high safety offered by blister packaging solutions is augmenting the demand for these solutions. The strict regulations and demand from manufacturers and consumers alike have led to growth in the usage of blister packages. Growth in over-the-counter drugs has also provided an impetus to the market.
- Growing pressure on pharmaceutical companies to manufacture medicines that are different in packaging and hard to imitate, surpassing the basic need of keeping it useful for the purpose it was produced, for it to be made available for patients, due to growth in diseases and stringent government regulations against counterfeit drugs, are among the significant factors propelling the market. Blister packaging provides an efficient method of anti-counterfeit systems, like banknote authentication systems and others.
- The use of innovative technologies in blisters, such as RFID (radio frequency identification tags), deployed with a seal applied outside the packaging, is increasing due to the potential to offer individual security throughout supply chains. Contamination of samples in blisters only occurs when the protective barrier is broken, when a single capsule or tablet is dispensed or administered.
- Vendors are also focusing on environmentally friendly blister packaging solutions and are introducing paper-based blister packaging. For instance, in July 2021, Hutamaki Oyj launched Push Tab, a paper-based blister solution for the healthcare industry. The product is certified by FSC and is designed to meet stringent safety requirements of regulated pharmaceutical packaging.

North America Blister Packaging Market Trends

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Pharmaceutical is Expected to Witness a Significant Growth

- The pharmaceutical sector poses a different set of demands for blister packaging solutions, concerning insulation from external surroundings, cost-effectiveness, high levels of protection, and the ease of handling and retaining the effectiveness of the medicine. These packs are uniquely suited to meet stringent regulations and are highly valued for protective properties, cost-effectiveness, adaptability, and the pharmaceutical and packaging industry's requirements.
- When medicines are blister packaged, adherence is improved because consumers can keep track of their medications and dosage. The unit dosage feature of blisters reduces the risk of incorrect dosing.
- The retail-level preparation of prescription drugs is troubling pharmaceutical technicians or pharmacists. The administration of medicines in the open atmosphere of the supermarket and drug store may negatively affect sensitive medicines when they are transferred from container to container. Blister packaging can guarantee the process of distribution directly to the customer.
- Protecting product integrity continues to be the primary goal of pharmaceutical packaging, but there is continued work on cost reduction in the packaging process in all areas of the packaging industry.
- For instance, The Polybar barrier films product families provided by Amcor cover a wide range of moisture barriers whilst also providing good crush resistance to ensure the best protection for pharmaceutical applications such as tablets and capsules. It uses materials such as Aclar, COC, PE, PVC, and PVdc, among others.
- Further, the pharmaceutical companies catering to solid dose division are investing in the expansion of manufacturing facilities in North America. For instance, in September 2020, Aphenia Pharma Solutions announced the expansion of the solid dose division in Cookeville, Tennessee. The company has aimed to equip the facility with 24 high-speed bottling lines and eight thermoform blister packaging lines. This indicates the demand for blister packaging in the region.
- Moreover, according to The European Federation of Pharmaceutical Industries and Associations, North America accounted for 49% of the pharmaceutical revenue in 2020 compared to other regions across the globe. This increases demand for various blister packaging in the region.

United States to Hold the Largest Market Share

- Strict regulations, demands from manufacturers and consumers alike have led to growth in the usage of blister packages in the United States. The manufacturers are looking to earn tax incentives by manufacturing products under these regulatory standards. The promotion of Growth in over-the-counter drugs and has also provided an impetus to the market.
- Various chronic diseases raised the demand for drugs in the United States. Drug manufacturers introduced and invented effective drugs with advanced efficacies. This market also witnessed significant growth in the number of newer drug approvals given by the FDA.
- Under the blister packaging process, individual tablets or capsules are sealed within their own cavity, usually made of thermo-formed plastic or cold-form aluminum, protecting the drug from contaminants such as moisture and oxygen by a barrier of foil, film, or paperboard. Also, according to US Census Bureau, the manufacturing of pharmaceutical products could reach 365 thousand by the end of 2024. This further drives the market studied in the country.
- Furthermore, the outbreak has increased the research across the world for developing a vaccine for COVID-19. For instance, the healthcare giant, Johnson & Johnson, started clinical trials in September 2020 and has received a nearly USD 500 million partnership via a US Department of Health and Human Services division.

North America Blister Packaging Industry Overview

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The North America Blister Packaging Market is moderately fragmented. Partnership, mergers, and acquisitions have been a significant strategy for the vendors in the market for producing products that are acceptable in the end-user industry, where packaging materials undergo stringent quality tests not to contaminate the contents impact health. Maintaining a continuous flow of raw materials remain a challenge that prompts partnerships. Some of the major players in the market are Amcor Ltd, Westrock Company, Sonoco Products Company, Constantia Flexibles GmbH, Honeywell International Inc., among others.

- April 2021 - Amcor announced customer trials for recyclable Polyethylene-based thermoform blister packaging. The new packaging is designed to meet the stringent requirements of highly specialized and regulated pharmaceutical packaging and creates a more sustainable alternative for the most in-demand healthcare packaging type. This innovation also benefits from up to 70% reduction in its carbon footprint when compared to packaging alternatives on the market.
- July 2021 - Huthamaki launched Push Tab paper-based blister solution for the healthcare industry. The paper used by the company is FSC certified and acts as an alternative to traditional push-through packaging made of thermoformed PVC and aluminum, thus reducing the environmental impact across the value chain.

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 Market Drivers
 - 4.2.1 Growing geriatric population and prevalence of diseases
 - 4.2.2 Product innovations such as downsizing coupled with relatively low costs
- 4.3 Market Challenges
 - 4.3.1 Dynamic nature of regulations and inability to support heavy goods
- 4.4 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.4.1 Bargaining Power of Suppliers
 - 4.4.2 Bargaining Power of Consumers
 - 4.4.3 Threat of New Entrants
 - 4.4.4 Intensity of Competitive Rivalry
 - 4.4.5 Threat of Substitutes
- 4.5 Assessment of the Impact of COVID-19 on Blister Packaging Market

5 MARKET SEGMENTATION

- 5.1 By Process

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- 5.1.1 Thermoforming
- 5.1.2 Coldforming
- 5.2 By Material
 - 5.2.1 Plastic Films
 - 5.2.2 Paper and Paperboard
 - 5.2.3 Aluminum
 - 5.2.4 Other Materials
- 5.3 By End-User Industry
 - 5.3.1 Consumer Goods
 - 5.3.2 Pharmaceutical
 - 5.3.3 Industrial
 - 5.3.4 Other End-User Industries
- 5.4 By Country
 - 5.4.1 United States
 - 5.4.2 Canada

6 COMPETITIVE LANDSCAPE

- 6.1 Company Profiles
 - 6.1.1 Amcor PLC
 - 6.1.2 Westrock Company
 - 6.1.3 Constantia Flexibles GmbH
 - 6.1.4 Sonoco Products Company
 - 6.1.5 Klockner Pentaplast Group
 - 6.1.6 E.I. Du Pont De Nemours and Company
 - 6.1.7 Honeywell International Inc.
 - 6.1.8 The Dow Chemical Company
 - 6.1.9 Tekni-Plex Inc.

7 INVESTMENT ANALYSIS

8 FUTURE OF THE MARKET

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