

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

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Report description:

The North America Canned Food Packaging Market size is worth USD 9.02 Billion in 2025, growing at an 4.04% CAGR and is forecast to hit USD 10.99 Billion by 2030.

Key Highlights

- The sustainability movement is having a profound impact on the North American market, with consumers increasingly prioritizing environmentally friendly packaging solutions. This trend has driven the adoption of packaging materials that address environmental concerns, such as recyclable and biodegradable options.
- Cans, which hold the highest recycling rate among food packaging materials, represent a critical selling point. The growing awareness of environmental issues, coupled with increasing regulatory emphasis on sustainable practices, is further encouraging manufacturers to innovate and invest in eco-friendly packaging solutions. This intensified focus on sustainability is projected to drive the demand for canned food packaging, aligning with the rising consumer preference for environmentally responsible alternatives.
- Furthermore, the integration of advanced technologies in the production of sustainable packaging materials is expected to enhance their functionality and appeal, thereby contributing to market growth.
- According to the Can Manufacturers Institute, aluminum and steel cans, recognized for their ability to be recycled indefinitely without compromising quality, are the most recycled beverage and food containers in the United States. Aluminum cans achieve a recycling rate of 45%, while steel cans reach a notable 58%. These recycling rates emphasize the environmental advantages and sustainability of metal cans, establishing them as a preferred option for manufacturers and consumers focused on reducing their environmental impact. Furthermore, the capability of these materials to undergo endless recycling without quality degradation enhances their value proposition within the packaging market.
- However, the market is encountering significant challenges, including the increasing availability of alternative packaging

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solutions, rising metal costs, and the growing adoption of polyethylene terephthalate (PET) and high-density polyethylene (HDPE) materials.

- Additionally, the inability of metal cans to be used in microwaves for reheating food is anticipated to limit the demand for canned food to some extent. Despite these obstacles, the inherent durability, extended shelf life, and recyclability of metal cans continue to support their adoption across various industries, particularly in the food and beverage sector, ensuring their sustained relevance in the packaging market.

- Moreover, the ongoing emphasis on sustainability and the circular economy is expected to create opportunities for innovation and growth within the metal cans market during the forecast period.

North America Canned Food Packaging Market Trends

Aluminum Cans Expected to Dominate the Market

- Aluminum cans, recognized for their lightweight and corrosion-resistant characteristics, are increasingly becoming the preferred choice for food packaging. Unlike traditional steel cans, which often require tin coatings, aluminum cans are naturally rust-resistant and provide an airtight seal. This ensures an extended shelf life while preserving food quality.

- With growing environmental awareness and consumer demand for sustainable solutions, the shift toward aluminum cans is significant. Their recyclability, lightweight design, and superior ability to maintain product quality make them a standout option. Consumers in the United States and Canada are particularly inclined toward eco-friendly alternatives. Aluminum, with a recycling rate of approximately 65%, is emerging as a preferred substitute for plastics.

- Aluminum cans also offer an excellent platform for branding. Companies can utilize high-resolution graphics, bold colors, and advanced printing techniques to create visually appealing designs that capture consumer attention on crowded shelves. The smooth surface of aluminum is ideal for direct printing, embossing, and premium labeling, enabling brands to develop distinctive designs that enhance their market presence.

- For instance, Bumble Bee Foods, a U.S.-based company, packages various canned seafood products in aluminum cans, such as tuna and salmon. Similarly, Libby's, known for its canned meats and ready meals, uses aluminum cans for packaging. These companies leverage aluminum cans for their durability, lightweight properties, and recyclability, making them a popular choice in the food packaging market.

- Moreover, per the USGS Mineral Commodity Summaries Report 2025, Canada's aluminum smelter production was estimated at 3200 metric tons in 2023 and 3300 metric tons in 2024, marking a notable rise from the prior year. This uptick in production could catalyze advancements in aluminum can manufacturing. Firms might channel investments into advanced technologies and processes, enhancing the quality and appeal of aluminum cans, especially for food packaging.

- In another significant development, Sonoco Products Company unveiled its advanced technical and engineering center for metal packaging in Columbus, Ohio, in October 2024. Spanning 11,000 square feet, this facility will offer design support, advanced technical services, process development, and training to its clientele. Such initiatives by leading companies underscore the region's burgeoning growth of aluminum canned food packaging.

United States Expected to Lead the Market

- The rapid growth of convenience stores is significantly driving the sales of convenience foods, particularly in urban areas where consumers prioritize quick, ready-to-eat options. This trend is driven by changing lifestyles, higher disposable incomes, and the increasing demand for on-the-go meals.

- As the popularity of convenience foods rises, the demand for durable, long-shelf-life packaging solutions, such as canned food

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packaging, is also increasing. Canned packaging provides preservation, portability, and ease of storage, aligning well with the convenience store model. This dynamic supports the overall growth of the packaged food industry and creates new opportunities for packaging manufacturers.

- According to the National Association of Convenience Stores (NACS), the number of convenience stores in the United States reached 152,396 in 2024 from 150,174 convenience stores in 2023 across the United States, approximately a rise of 1.47%.
- While new food brands in the US are gravitating towards flexible pouches, many manufacturers remain staunch supporters of cans. Canned food not only offers a budget-friendly option for consumers but also enables companies to appeal to sustainability-minded buyers. Furthermore, the "infinite recyclability" of can packaging stands out as a major advantage.
- As the packaging industry experiments with new materials and formats and food companies innovate to boost sales, the consistent allure of practical canned food shines through. This market is recognized for its stability and steady growth.
- In August 2024, the United States introduced a bill mandating clear labeling on canned goods, ensuring families can identify the country of origin for their food. Dubbed the American Consumer Awareness of National Source (CANS) Act, the legislation mandates that canned fruits and vegetables prominently display their country of origin. This empowers families to make informed grocery decisions, including opting for USA-grown produce. By facilitating transparency in food sourcing, the bill bolsters American consumers' ability to support local farmers and food producers, reinforcing their vital role in the US economy.

North America Canned Food Packaging Industry Overview

The market is primarily dominated by a limited number of major players, including Crown Holdings, Inc., Silgan Holdings, Inc., and Sonoco Products Company. These companies hold substantial market shares, resulting in heightened competition as they endeavor to sustain their leadership and expand their market presence.

Buyer price sensitivity, combined with the commoditized nature of specific canned food products, further intensifies competitive pressures. This scenario compels companies to implement competitive pricing strategies while ensuring consistent product quality to maintain customer loyalty.

To achieve differentiation, companies actively focus on packaging innovation, sustainability initiatives, and robust branding strategies. These elements are critical in attracting and retaining customers within an increasingly competitive market environment.

Frequent Mergers and Acquisitions (M&A) among leading players further amplify the competitive intensity. These strategic initiatives enable companies to enhance their market share, improve operational capabilities, and solidify their positions within the market.

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

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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 Consumers
 - 4.3.3 Bargaining Power of Suppliers
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Intensity of Competitive Rivalry
- 4.4 Assessment of the Impact of Macroeconomic Factors on the Market

5 MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Increasing Consumption of Convenience Food
 - 5.1.2 Innovation and Added Value Offering to Change the Image of Food Cans
- 5.2 Market Restraints
 - 5.2.1 Rising Use of Food Grade Plastic Packaging for Food Products

6 MARKET SEGMENTATION

- 6.1 By Material
 - 6.1.1 Tin/Steel
 - 6.1.2 Aluminium
- 6.2 By Product Type
 - 6.2.1 Ready-made Meals
 - 6.2.2 Meat
 - 6.2.3 Sea Food
 - 6.2.4 Others
- 6.3 By Country
 - 6.3.1 United States
 - 6.3.2 Canada

7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles
 - 7.1.1 Crown Holdings, Inc.
 - 7.1.2 CANPACK Group Inc. (Giorgi Global Holdings, Inc.)
 - 7.1.3 Wells Can Company Ltd
 - 7.1.4 Ball Metalpack (Sonoco Products Company)
 - 7.1.5 Allstate Can Corporation (Ohio Art Metal Pack, LLC)
 - 7.1.6 Trivium Packaging B.V.
 - 7.1.7 Container Supply Company, Inc.
 - 7.1.8 Independent Can Company
 - 7.1.9 Silgan Holdings Inc.
 - 7.1.10 Ideal Can Inc.

8 INVESTMENT ANALYSIS

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