

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

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Report description:

The North America Plastic Bottles Market size is worth USD 3.16 Billion in 2025, growing at an 4.08% CAGR and is forecast to hit USD 3.86 Billion by 2030.

Key Highlights

- The demand for packaged beverages and pharmaceutical drugs has been increasing strongly. Consumers are becoming increasingly health-conscious, and the demand for healthy beverages is rising. This has made bottled water more accessible to individuals, aiding the market's growth.
- According to a report published in March 2023 by the Beverage Marketing Corporation and the International Bottled Water Association, bottled water was the most popular drink in the United States in 2022, accounting for about 25% of all beverage consumption.
- The usage of plastic bottles surged in the carbonated soft drinks (CSD) sector, which has reached saturation in North America. Pepsi, Coca-Cola, and Keurig Dr Pepper have reported flat sales from their carbonated soft drink division in North America. As per the estimates made by Coca-Cola in its annual report, these three companies hold a market share of more than 80% in the North American market. Thus, the demand for plastic bottles for CSD drinks is expected to drive the market's growth.
- PET is widely used in food and beverage packaging because of its high resistance to water vapor, gases, dilute acids, oils, and alcohol. It is also easily recyclable and maintains its resistance over time. Its exceptional durability, robustness, and steadfastness make it a safe choice for food-grade products such as individual-sized drink containers and closures.

Key Highlights

- According to data produced by Earth Day Organizers, around 1 million plastic bottles are sold in the United States every minute, and the demand for packaged drinking water is expected to increase in the market.

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- However, in North America, the plastic recycling rate shows no significant growth, and the concerns relating to the use of plastic are growing. In the United States, PET bottles make up roughly 65% of the post-consumer bottles collected for recycling. Yet merely 30% of plastic bottles and jugs find their way to the recycling process. The efficiency of recycling plastic bottles hinges significantly on the recycling infrastructure. This is expected to have a negative impact on the market's growth in the region during the forecast period.

North America Plastic Bottles Market Trends

Demand for Bottled Beverages is Expected to Increase

- With the rising demand for bottled water and non-alcoholic beverages, the beverage segment in the plastic bottle market is expected to expand. The demand for bottled water is attributed to customers' predisposition to want high-quality drinking water, specifically, their concern about contracting diseases after drinking tainted tap water and the portability and convenience of bottled water.
- The market for plastic bottles for bottled water packaging is driven by the rising demand for packaged drinking water among consumers across the world because they are more cost-effective than other packaging options, have a longer shelf life, and are easy to use.
- Most bottled water companies package their products using plastic containers. According to the International Bottled Water Association (IBWA), plastic containers comprise 97.3% of the bottled water market. According to a report published by the Beverage Marketing Corporation in May 2023, the sale value of bottled water in the United States grew in the last few years, from USD 13.85 billion in 2018 to USD 15.90 billion in 2023. This demand for bottled water is expected to increase during the forecast period, bolstering the demand for plastic bottles.
- PET plastic bottles are a commonly selected option for soft drinks because of their many advantages to producers and customers. PET plastic bottles are the preferred packaging choice for approximately 70% of soft drinks, including carbonated beverages, still and dilutable drinks, fruit juices, and bottled water. With the growth of carbonated soft drink sales across the region, the demand for plastic caps and closures would also rise.
- The "on-the-go" lifestyle of today's consumers demands lightweight and user-friendly packaging. Also, the growing market for energy drinks is driving the market's growth.
- According to a report by Monster Beverage (January 2024), the unit sales of energy drinks in the United States amounted to USD 1,599 million in 2023, up from USD 1,101.05 million in 2017. The rising unit sales would automatically positively impact the market's growth.

Canada is Expected to Witness Stable Demand

- Sustainable packaging solutions have gained traction in recent years owing to rising consumer awareness regarding the environmental benefits of eco-friendly packaging. PET has emerged as an integral resin in the pursuit of eco-friendly packaging materials due to its recyclability and potential for circularity. More than 40 Canadian manufacturers have recently announced the "Canada Plastics Pact," which is a commitment to recycling or composting 50% of Canada's plastic packaging by the end of 2025.
- The pharmaceutical sector is one of the most innovative industries in Canada. Over the past decade, it has experienced significant growth. According to Statcan, there was an 11.3% annual change in sales of pharmaceuticals in Canada during 2023, up from 8.5% in 2022. With such growth, plastic pharma bottles equipped with tamper-resistant features resonate with the

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preference for cost-efficient yet dependable packaging solutions that would witness robust demand.

- Furthermore, beauty and personal care manufacturers are focusing on launching new products in the Canadian cosmetics and personal care market to cater to the rising consumer demand for natural cosmetic products. For instance, in 2023, Taro Pharmaceutical Inc. launched Bee RX, a new clean-label, natural cosmetic skincare bottle. Constant innovations like this are expected to create several avenues for plastic bottles in the upcoming period.
- Plastic bottles offer a cost-effective packaging solution for soft drinks, primarily due to their lightweight nature, reducing storage and shipping costs. The resins in these bottles, specifically designed for carbonated beverages, are of superior quality.
- According to the USDA Foreign Agricultural Service, the Canadian market witnessed a 14% growth in sales of soft drinks in Canada between 2018 and 2023. With the same or increasing growth rate during the forecast period, the market is expected to witness demand for plastic bottles.
- Several manufacturers across the region are launching eco-friendly plastic bottles for soft drinks and other beverages. For instance, from the start of 2024, all 500 ml sparkling beverage bottles sold by the Coca-Cola Company in Canada were announced to be made with 100% recycled plastic. The company is among the first to launch multiple sparkling beverages in 100% recycled plastic bottles across Canada. Bottles made with 100% recycled plastic create and sustain a circular economy for plastic packaging.

North America Plastic Bottles Industry Overview

The North American plastic bottles market is fragmented and has several major players. In terms of market share, few of the major players currently dominate the market. These players, with a prominent share of the market, are focusing on expanding their customer base. These companies are leveraging strategic collaborative initiatives to increase their market share and profitability. Some of the recent developments in the market are:

- May 2024: ALPLA, a key firm in plastic packaging, unveiled a new recyclable wine bottle crafted from polyethylene terephthalate (PET). This innovative packaging slashes carbon footprints by as much as 50% and offers potential cost savings of up to 30%. Currently, the bottles, offered in 750ml and one-liter sizes, are being used by Austrian wine producer Wegenstein, marking them as both a pilot customer and a collaborative development partner.
- August 2023: Berry Global unveiled an innovative rPET bottle for a new sustainable luxury brand. Leveraging its technical prowess and extensive experience with recycled plastics, Berry brought to life the original design vision of NEUE Water's founder, Michael Lowers. The unconventional flat shape posed challenges to the traditional injection stretch blow molding (ISBM) process used for PET bottles. However, Berry adeptly modified the technology to integrate the novel design seamlessly.

Additional Benefits:

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

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