

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

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Report description:

The Pharmaceutical Blister Packaging Market size is worth USD 23.72 Billion in 2025, growing at an 7.45% CAGR and is forecast to hit USD 33.98 Billion by 2030.

Key Highlights

- Blister packaging is crucial in the pharmaceutical industry. These specialized packaging solutions guarantee that medicinal products reach patients without tampering or damage. Blister packaging safeguards therapeutic commodities, keeping them moisture-free and shielded from external contaminants.
- Blister packaging, enhanced with sensors, plays a key role in monitoring dosing activities and ensuring clinical trials' accuracy. Consider WestRock's CerePak blister packs: they come equipped with concealed microprocessors and printed conductive inks, meticulously logging the date, time, and location of each dose. This feature is especially vital for treatment regimens that involve fluctuating dosages or a combination of placebo and active medications.
- Blister packaging typically consists of thermoformed plastic, with lids made from paper, plastic, foil, or a combination. Another common variant utilizes solely foil, crafted through a cold-stretching process. Opaque options are available to shield light-sensitive medications from harmful UV rays.
- Blister packaging is a durable solution for packaging and transporting medical essentials. It shields contents from impacts, moisture, and heat, enhancing the medicines' shelf life and transportability. The advantages of blister packaging became evident during the pandemic, as its surfaces were pivotal in the international transport and storage of medications. Yet, the potential for virus transfer via these surfaces highlighted areas for improvement, particularly in the outer materials, which packaging manufacturers will likely prioritize in the future.
- However, strict regulations and policies targeting plastic packaging are expected to present a potential challenge to the growth of the pharmaceutical blister packaging segment during the forecast period. For instance, the United States (with 16 states

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already on board and more anticipated) and Europe have enacted laws to curb plastic waste.

Pharmaceutical Blister Packaging Market Trends

The Paper Blister Segment May Witness Significant Growth

- Commonly referred to as blister board, the paper blister is often used for over-the-counter and prescription pharmaceuticals, vitamins, and supplements and can have its paperboard laminated to foil. Additionally, this paperboard can be laminated to film, broadening its application in diverse medical packaging materials. Moreover, given their end-use, packaging materials in the healthcare and pharmaceutical industries mandate traceable manufacturing processes and sophisticated quality control systems.
- Generally, packaging made from paper and paperboard is considered more environmentally friendly than other packaging materials. Moreover, CEPI reports a growing adoption of paper and board products across various industries, notably in the pharmaceutical industry.
- Market players are introducing innovative products in response to the rising demand for sustainable packaging. For example, in June 2024, Keystone Folding Box, a specialist in paperboard packaging, launched the "Push-Pak," a paperboard blister wallet designed for medicine tablets. This solution features a straightforward push-through opening system, eliminating the need for complex opening instructions. Additionally, its tighter and more condensed blister arrangement minimizes the overall size of the package.
- Paper blister packs provide a lightweight, flexible, and eco-friendly packaging solution. As governments worldwide intensify their bans on non-biodegradable plastics and other environmentally harmful materials, the demand for paper and paperboard pharmaceutical blister packaging is anticipated to rise.
- Further, as per a report by Suzano, paper consumption is set to climb, reaching an estimated 476 million tons by 2032. Given that a significant share of global paper production caters to the packaging industry, this upward trajectory signals a growing demand for pharmaceutical paper packaging.

Asia-Pacific to Witness Fastest Growth in the Industry

- China's booming pharmaceutical industry is set to open numerous opportunities for its pharmaceutical plastic packaging businesses. Also, initiatives by the Chinese government aimed at accelerating healthcare system reforms are likely to bolster the growth of the pharmaceutical packaging industry.
- Recent advancements in the manufacturing and development of active pharmaceutical ingredients (API) have increased the demand for blister packaging components. As India ramps up its production of APIs, the demand for pharma packaging options is witnessing a parallel surge. Highlighting this trend, the Union Health Minister announced in August 2023 that, under the production-linked incentive (PLI) scheme, India has begun producing 38 APIs previously reliant on imports over the past year and a half.
- Rising medical expenditures in the region are positively influencing the blister packaging market. Countries in Asia, including China, India, Indonesia, Malaysia, the Philippines, and Thailand, are increasingly adopting enhanced healthcare diagnostics and standards, leading to heightened medical spending. Also, advancements in drug accessibility in both developed and emerging markets have significantly boosted drug consumption, thereby elevating the demand for blister packaging in pharmaceuticals.
- In February 2024, A.P. Moller-Maersk conducted a study highlighting a major transformation in India's pharmaceutical supply chain. This shift, driven by globalization, technological advancements, regulatory changes, and increasing demand for healthcare products, moved the focus from manual transactions to automation and strategic innovation. As a result of these changes in the pharmaceutical industry, the market for blister packaging is poised for further growth.

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- An IQVIA report highlights that China's spending on original branded pharmaceuticals surged from USD 29 billion in 2018 to an impressive USD 44 billion in 2023. This increase in pharmaceutical spending is set to drive a corresponding demand for blister packs.
- Moreover, countries like India are revising their pharmaceutical laws and guidelines to enhance healthcare and boost medicine exports. These initiatives are likely to drive a growing and diversifying demand for unit-dose pharmaceutical packaging. As reported by the India Brand Equity Foundation, India's pharmaceutical exports surged to USD 25.4 billion in 2023, a notable increase from USD 17.3 billion. This upward trend is anticipated to continue, further fueling the demand for pharmaceutical blister packs in the country for safer shipments.

Pharmaceutical Blister Packaging Industry Overview

The pharmaceutical blister packaging market is fragmented with the presence of Amcor PLC, Constantia Flexibles, and WestRock Company. The market comprises major and local players supplying raw materials and packaging services. The latest developments in packaging and film materials are shaping the market.

- January 2024: TekniPlex Healthcare, headquartered in Wayne, Pennsylvania, partnered with Alpek Polyester to introduce a pharmaceutical-grade polyethylene terephthalate (PET) blister film. This innovative film incorporates 30% post-consumer recycled (PCR) monomers. According to the company, when this blister film is paired with its Teknilid Push polyester lidding, the resulting film-plus-lidding blister system can be fully recycled within the polyester recycling stream, provided the necessary infrastructure is in place.
- July 2023: Constantia Flexibles revealed REGULA CIRC, its 'total barrier,' designed-for-recycling cold-form foil solution for sustainable pharmaceutical blister packaging applications. A polyethylene sealing layer is set to replace traditional PVC solutions; a transition is seeking to simplify the sorting process, improve the pack's recyclability, and, in turn, improve material recovery.

Additional Benefits:

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

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