

## **Rigid Plastic Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Rigid Plastic Packaging Market size is estimated at USD 265.18 billion in 2025, and is expected to reach USD 308.02 billion by 2030, at a CAGR of 3.04% during the forecast period (2025-2030).

Rigid plastic packaging is at the centre of a new era in the global packaging industry, and its versatile usage is becoming the foundation for many industries that package their products. Plastic is one of the most prominent packaging materials in the world. Its lightweight and low-cost nature instantly made it prominent among all end-users.

### **Key Highlights**

- Sustainability is becoming a top priority for the rigid plastics packaging industry. End users and regulators demand more sustainable solutions, such as recycled materials, reduced plastic consumption, and eco-friendly options.
- The recyclability of rigid packaging is significantly higher than that of flexible packaging. The main reason is that rigid packaging typically has a mono-polymer monolithic structure, which is much easier to recycle than the monolithic multi-layer structures commonly used in flexible packaging.
- With rising environmental concerns, manufacturers have ever-grown awareness about the importance of environmentally friendly products. As a result, the preference for clean substitutes from conventional synthetic products is expected to drive the demand for oxo-biodegradable plastics.
- Rigid plastic is presently one of the world's most trusted packaging materials due to its recyclable and sustainable characteristics. Over the past few decades, it has continued influencing current production trends, providing superior quality, durability, and sustainability. The demand for rigid plastic packaging solutions has been experiencing growth across end-user sectors such as food, beverage, cosmetics, pharmaceuticals, industrial, automotive, etc.
- The market is expected to be significantly challenged due to dynamic changes in regulatory standards, primarily due to

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increasing environmental concerns. Governments worldwide are responding to public concerns regarding plastic packaging waste, especially plastic packaging waste, and implementing regulations to minimize environmental waste and improve waste management processes.

- Growing environmental concerns associated with plastic usage are a primary reason for the growth of alternatives for plastic packaging in the market. Flexible plastic packaging is highly preferred as an alternative by packaging manufacturers due to its wide applications in replacing rigid packaging solutions. Furthermore, flexible packaging requires less material, resulting in a significantly higher product-to-package ratio than its rigid counterparts.

## Rigid Plastic Packaging Market Trends

### Polyethylene Terephthalate (PET) to Register Significant Growth

- Plastic bottles made from PET are widely replacing heavy and fragile glass bottles since they offer reusable packaging for mineral water and other beverages, allowing a more economical transportation process. With its clarity and natural CO<sub>2</sub> barrier properties, PET has wide applications and is easily blown into a bottle or molded into any other shape. PET properties can be improved with colorants, UV blockers, oxygen barriers/scavengers, and other additives to develop a bottle to match a brand's specific needs.
- In the rigid packaging industry, PET manufactures microwavable food trays and plastic bottles for soft drinks, water, juices, sports drinks, beer, mouthwash, ketchup, salad dressings, and food jars. There is a growing demand for PET bottles from various end-user industries, such as home care, beverages, and personal care. The growth is driven by consumer preference and its properties, such as being lightweight and having a high recycling rate.
- Several global companies increasingly recognize the urgency of recycling PET into food-grade products, such as beverage containers. This can drive the growth of the demand for PET. For instance, the Coca-Cola Company intends to use 50% recycled PET in its containers by 2030. Major companies, such as Unilever, L'Oreal, and P&G, announced a significant increase, thereby doubling the usage of post-consumer recycled (PCR) resins in their packaging, for which PET was a desirable resin type. For instance, Unilever is committed to making 100% of its plastic packaging reusable or recyclable by 2025.
- Market vendors are focusing on increasing the recyclability of PET single-use packaging to adhere to the regulations and create a closed-loop recycling cycle. The increasing emphasis on recycling these materials is expected to provide growth prospects for PET single-use packaging.
- For instance, in October 2023, Coca-Cola India introduced fully recycled PET bottles in pack sizes of 250 ml and 750 ml for its flagship Coca-Cola brand across multiple markets in the country. The company's strategy includes promoting low-priced packs in the market to attract more consumers and assist shoppers in selecting smaller packs to counteract the impact of high inflation.
- According to the Plastics Industry Association (PLASTICS)'s Rigid Plastic Packaging Group (RPPG), plastics account for one-third of the global packaging industry, and much of this plastic packaging is rigid. In addition, as stated by an OECD report, plastics use worldwide is expected to grow by 168 per cent from 2019 to 2060, reaching 1.2 billion metric tonnes by 2060, driving the market studied.

### Asia-Pacific Holds Significant Market Share

- China is witnessing significant recycling rates in plastic bottles and other rigid packaging options. Multiple strategies are being advanced to address the issue of a circular economy, including substituting for alternative materials, investments toward the development of bio-based plastics, and designing packaging to make the circular loop.
- In a 2021-2025 "five-year plan," China announced it would improve its plastic recycling and incineration capacities, promote

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"green" plastic products, and combat the misuse of plastic in packaging and agriculture. The new five-year plan would push merchants and delivery companies to reduce "unreasonable" plastic wrapping and increase garbage incineration rates in cities to about 800,000 tons per day by 2025, up from 580,000 tons last year. Such developments are expected to increase the country's demand for recyclable rigid plastic packaging.

- Significant factors like the growing population drive the industry, increasing working individuals, and hanging lifestyles with busy schedules. Growth prospects of end-user segments are leading to a rise in the need for the rigid plastic packaging industry.
- India is also focused on reusing and recycling plastic products as part of lowering the environmental impact of plastics, and as part of this, companies operating in the beverage industry are partnering to promote recycling.
- For instance, in January 2024, Coca-Cola India and Reliance Retail announced the launch of a sustainability initiative titled 'Bhool Na Jana, Plastic Bottle Lautana,' focused on post-consumer PET collection at Reliance Retail stores in Mumbai via Reverse Vending Machines (RVMs) and collection bins. With an idea for a circular economy, this pilot project, aligned with the Government's Swachh Bharat Mission, has begun in 36 Reliance Retail stores, including Smart Bazaar and Sahakari Bhandar stores in Mumbai and Delhi, and will extend to 200 stores across India by 2025 with a target of collecting 5,00,000 PET bottles annually in the pilot phase.
- Japan's long coastline has significantly impacted the country's economic growth. The country's strategic location along essential sea routes has made it easier to trade and conduct maritime activities, which has helped Japan to become one of the top trading countries in the world.

## Rigid Plastic Packaging Market Overview

The rigid plastic packaging industry is characterized by fragmentation, featuring prominent players like Amcor PLC, Berry Global Inc., Sealed Air Corporation, and Greif Inc., alongside numerous other manufacturers. Despite high entry barriers for newcomers, regional packaging firms are increasingly recognizing the value of entering the rigid packaging domain, driven by robust demand from sectors such as industrial, food, and beverages. Major players in the market are leveraging competitive strategies, focusing on acquisitions, partnerships, robust R&D, and cutting-edge technological innovations.

- March 2024 - Mauser Packaging Solutions and Rikutec Packaging have forged an exclusive partnership, aligning with the global push for sustainable IBC solutions. Together, they're set to produce and promote top-tier multiway packaging, specifically designed for high-purity needs. This collaboration will see the introduction of a state-of-the-art, reusable, and heavy-duty 1,000-litre IBC, enhancing Mauser's product lineup with Rikutec's innovative offerings.
- January 2024 - ALPLA has acquired Fortiflex, a company based in Puerto Rico. The two firms have collaborated to manufacture packaging products catering to the Caribbean and Central American markets. With the acquisition of Fortiflex, ALPLA aims to bolster its industrial division, which focuses on large-volume packaging solutions established in 2023, and broaden its offerings as a comprehensive provider for its customers. In 2023, both ALPLA and Fortiflex set up a new production line for buckets in Costa Rica.

### Additional Benefits:

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

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