

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

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Report description:

The Stick Packaging Market size is worth USD 1.51 Billion in 2025, growing at an 5.60% CAGR and is forecast to hit USD 1.98 Billion by 2030.

Stick packs are flexible packaging solutions that are used to pack liquids, gels, or semi-solids for convenient use. They are small in size and have a narrow shape, enhancing their popularity for packaging single-serve products.

The growing demand in the food and beverage industry for products, including coffee blends, nutritional supplements, and various powders and liquids, is boosting the market's growth. Also, stick packaging is increasingly becoming popular due to the trend of on-the-go food and beverage consumption, which is convenient for consumers.

Companies opt to manufacture stick packs that are convenient, portable, and easy to use for consumers. The demand for stick packaging is increasing as single-serve packs and sachets are being used in the food and pharmaceutical industries. The use of stick packaging is encouraged by the introduction of pharmaceutical products and medications in powder form.

The rapid growth in the pharmaceutical industry in emerging countries such as India is likely to boost the demand for stick packs. According to the Indian Brand Equity Foundation, Indian medicines are preferred in the market due to their low price and high quality, making the country the 'Pharmacy of the World.'

Various companies in the market are focusing on sustainability and recyclability by investing in sustainable stick packaging solutions for various industries. Also, as compared to the regular portion packets, stick packs utilize much less material and packaging, making them environmentally friendly and less wasteful. Also, companies manufacture custom-made stick packaging

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to ensure customer safety and reliability, which boosts the market's growth.

Stick packaging requires a high initial investment in machinery, and it can be more expensive to produce and acquire materials due to fluctuating prices of raw materials across the globe, which can hamper the market growth.

Stick Packaging Market Trends

The Food and Beverage Industry is Expected to Hold the Largest Share

- Stick packs are single-serve packaging containers of instant tea, coffee, vitamins, and other beverages or flavorings. A stick pack is a single-dose bag sealed on three sides, which is generally available in standard, lap-seal, shaped, and strip types according to consumer preference.
- Stick pouches provide practical and easy openings for food and beverage products. Growing consumer footfall in cafes and restaurants has increased the demand for single-use stick packaging for coffee, sugar, and salt. Also, the growing tourism industry in North America and Europe is boosting the consumption of carbonated drinks and processed foods, thus driving the market's growth.
- Stick packs are less bulky and provide few advantages in terms of material use, environmental impact, and cost-effectiveness for manufacturers. As a result, stick-packed items are becoming increasingly popular with consumers. Therefore, it is predicted that the market will experience rapid expansion in the approaching years due to the growing need for stick packaging throughout the food industry.
- The growing coffee consumption due to an increase in the popularity of coffee among young consumers across the globe, along with the rise in appeal for sustainably sourced coffee, is boosting the demand for stick packaging in hotels, restaurants, and cafes. According to the International Coffee Organization, coffee consumption increased by 2.2% in 2023 compared to the previous year, boosting the market's growth.

North America is Expected to Hold the Largest Share

- Stick packaging solutions are predicted to experience profitable growth due to the growing presence of some of the world's biggest food and pharmaceutical firms in the United States. According to data from the US Department of Commerce, there are more than 41,080 food and beverage manufacturing facilities in the United States.
- The growing tourism industry in North America is boosting food and beverage consumption, enhancing the demand for stick packaging. According to the UN World Tourism Organization (UNWTO), an estimated 1.3 billion international tourists were recorded around the world. Additionally, tourist arrivals in the Americas in 2023 reached 90% of pre-pandemic levels, resulting in growth in demand for stick packaging in the food and beverage industry.
- Additionally, North America's exponentially growing pharmaceutical industry is a lucrative opportunity for manufacturers to produce stick-packs that provide a convenient, portable unit-dose solution for prescription and over-the-counter (OTC) medicines. Companies such as Catalent Inc. provide a wide range of stick-pack solutions for powder, granule, gel, and liquid formulation of medicines, thus boosting the market's growth.
- According to the US Department of Agriculture (USDA), the growing consumer-oriented food exports from the United States to Canada are boosting the retail sector in the region. The growing population and rise in middle-class incomes have also created a lucrative opportunity for stick packaging manufacturers.

Stick Packaging Industry Overview

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The stick packaging market is highly competitive owing to the presence of key players such as Amcor PLC, Glenroy Inc., Constantia Flexibles, Sonic Packaging Industries, and Catalent Inc. Through research and development, the players in the market are developing new products that are being widely accepted across various end-user industries. However, the market remains consolidated.

- February 2024: Novo Holdings, a Denmark-based company, announced the acquisition of Catalent Inc., a US-based company, at USD 16.5 billion on an enterprise value basis. The acquisition is likely to help Novo Holdings accelerate its manufacturing capacity and invest in new product development.
- September 2023: QuadPack, a European cosmetics company, introduced ShapeUp Stick, which is refillable and recyclable and can be used for moisturizer, foundation, blush, and highlighter. The stick is an airtight solution for skincare and makeup formulas, protecting them from drying out. ShapeUp Stick is a mono-material PP, while the base and cap are made of post-consumer recycle (PCR) PP.

Additional Benefits:

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

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