

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

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Report description:

The United States Blister Packaging Market size is worth USD 8.19 Billion in 2025, growing at an 7.63% CAGR and is forecast to hit USD 11.83 Billion by 2030.

Blister packs are pre-formed plastic packaging for various consumer goods, foods, and pharmaceuticals. These packaging solutions safeguard products from external factors like humidity and contamination, ensuring prolonged protection.

Blister packaging involves placing products in pre-formed blisters or cavities secured with cards or pads. This packaging method is widely used for various consumer goods, especially in the pharmaceutical and industrial industries. The pharmaceutical industry dominates the blister packaging market, holding a substantial share. Pharmaceutical companies prefer blister packaging because it offers enhanced product protection, streamlined distribution, unit dosage convenience, and clear product identification.

According to the United States Department of Commerce, the US population aged 85 and over is projected to triple by 2050. Clinicians and public health service providers cultivate a culture of compassion for this population and its subgroups. The prevalence of osteoarthritis and diabetes, as well as related mobility impairments, will continue to rise as people age and become more overweight. All such factors are anticipated to boost the demand for oral medication, thus propelling the demand for blister packaging in pharmaceuticals.

According to the Centers for Disease Control and Prevention (CDC), the number of people over 50 in the United States is expected to increase, reaching almost 61 million between 2020 and 2050. That means the number of people with one or more chronic diseases is expected to go up by nearly 99 million, from 71.5 million in 2020 to over 142 million in 2050.

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As lifestyles evolve, consumers favor on-the-go packaging for food products, prioritizing convenience and ease of use. Confectionery and bakery manufacturers are increasingly using blister packaging to meet this demand. With the region experiencing a rise in retail sales of bakery goods, blister packaging is expected to see significant growth in the food industry.

Blister packaging raises significant environmental concerns. If not disposed of correctly, it poses risks to the environment. Additionally, specific packs that combine plastic and foil complicate the recycling process. Pharmaceutical blister packaging is one of the largest sources of solid waste. Recycling is difficult due to the complexity of these packages with multiple layers.

United States Blister Packaging Market Trends

The Pharmaceutical Segment is Expected to Witness Significant Growth

- The blister pack is becoming increasingly popular as a packaging format that meets the needs of security-conscious consumers and regulatory bodies. Blister packaging enables track-and-trace and serialization protocols and helps prevent counterfeiting. The blister pack remains an effective packaging format for enhancing patient compliance, regardless of whether the product is an OTC pain reliever or a novel clinical-trial medication.
- Unit dose packaging helps to reduce errors and prevent missed doses during therapy. It also makes it easier for busy individuals to manage their medication regimens correctly and conveniently. Unit dose packaging allows pills and capsules to be parcelled and perforated in unit dose blister packs.
- Depending on the patient's needs, the packaging can be customized to daily or time-of-day dosage. The packaging can also be printed to help patients remember which pills to take and when. The unit dose packaging also helps protect the product's efficacy by protecting every tablet until it is administered. It is expected to save lives from drug overdoses and boost the demand for blister packaging.
- According to data from the European Federation of Pharmaceutical Industries and Associations (EFPIA), the sales distribution of new drugs in the United States from 2017 to 2022 was 64.4%, and it increased to 67.1% from 2018 to 2023. Such a rise in the sales of new drugs in the country would further drive the demand for blister packs during the forecast period.
- Various companies operating in the market are launching new products as part of their business expansion. For instance, in October 2023, Solvay, one of the global market leaders in specialty materials, introduced DiofanUltra736, a new polyvinylidene chloride (PVDC) coating solution with an ultra-high water vapor barrier that allows carbon footprint decline for pharmaceutical blister films. As an aqueous dispersion, DiofanUltra736 fulfills regulatory needs for direct pharmaceutical contact and helps design sustainable films with thinner coating designs. The company invested in this challenging project to further improve product identification, a requirement in the healthcare industry.

Growing Geriatric Population and Prevalence of Diseases

- As the country's population grows and disease rates rise, pharmaceutical companies are taking advantage of this to expand their manufacturing facilities for solid doses. According to the United States Census Bureau, the number of people aged 65+ in the United States has increased by more than one-third over the past decade.
- The United States population is projected to gray out by 2060, with nearly one-quarter of Americans aged 65+. Of these, 69% of senior adults will need long-term care at some point. Such factors are anticipated to fuel market growth.
- As more and more consumers are engaged in active lifestyles, the demand for on-demand convenience increases. For seniors with reduced physical strength or agility, the small tabs on the bottoms of blister packs can be challenging to peel. Pushing the product through the foil (or punch-out) of a blister pack, which pushes the product out of the base of the blister, makes it easier for elderly patients to access their medications while on the go.

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- The senior population is rising, a trend projected to persist throughout the forecast period, fueling a heightened demand for pharmaceuticals and driving market growth. Additionally, the surging prevalence of chronic ailments, including cancer and infectious diseases, coupled with an aging demographic that requires advanced, user-friendly packaging, is set to bolster the blister packaging market. Blister packaging, known for its convenience, is particularly beneficial for solid oral medications.
- As the population ages, the healthcare system faces many chronic diseases and increasing prescription costs. In general, elderly patients respond differently to medications compared to younger patients. According to the United States Census Bureau, the number of people over 100 in the United States is expected to increase between 2016 and 2060. In 2016, the United States had 82,000 people over 100. In 2060, the number of centenarians is expected to reach 589,000. All such factors are expected to support the growth of blister packaging in the United States.

United States Blister Packaging Industry Overview

The blister packaging market in the United States is fragmented. Vendors in the market have been using significant partnerships, mergers, and acquisitions as major strategies to produce products that meet the needs of end users. Packaging materials undergo rigorous quality testing to ensure that they do not contaminate the contents or affect health. Maintaining a steady supply of raw materials is a significant challenge that drives partnerships. Major players in the US blister packaging market include Amcor Ltd, Westrock Company, Sonoco Products Company, Constantia Flexibles Group, and Honeywell International Inc.

September 2023: Sonoco, a global leader in packaging, finalized its acquisition of Graphic Packaging Corporation's flexible packaging division. Graphic Packaging is a wholly owned subsidiary of ACX Technologies Inc., based in Golden, Colorado. In an all-cash deal, Sonoco invested around USD 105 million. Sonoco's foothold in flexible packaging is recognized as the packaging industry's rapidly expanding segment.

July 2023: Constantia Flexibles introduced REGULA CIRC, its latest innovation in pharmaceutical packaging. This state-of-the-art coldform foil technology redefines sustainability standards in blister packaging, benefiting both consumers and the environment. With a commitment to circularity, REGULA CIRC is engineered to align with upcoming regulations, ensuring it meets the standard of sustainable packaging benchmarks. REGULA CIRC introduces significant design changes by replacing traditional PVC with a polyethylene (PE) sealing layer, embracing circular economy principles.

Additional Benefits:

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

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