

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

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Report description:

The United States Glass Packaging Market is expected to register a CAGR of 3.8% during the forecast period.

Key Highlights

- Increasing consumer demand for safe and healthier packaging is helping glass packaging grow in different categories. Also, innovative technologies for embossing, shaping and adding artistic finishes to glass making and packaging are more desirable among end users. Furthermore, factors, such as the increasing demand for eco-friendly products and the rising demand from the food and beverage market are expected to stimulate the market's growth.
- Soft drinks hold a prominent share of single-use plastic bottles globally. Nevertheless, various soft drink vendors are switching back to glass bottles due to increasing government regulation.
- The United States also dominates the pharmaceutical market in consumption and development. According to the STAT (media focused on health survey), prescription drug spending was considered to add up to USD 600 billion, up from an estimated USD 500 billion in the year 2019, which is further expected to drive the market for pharmaceutical glass packaging in the country.
- The growing adoption of alternative forms of packaging, such as paper, plastic, metal, and wood, in different parts of the United States is among the prominent factors affecting the market's growth over the forecast period. In May last year, the US Department of Energy (DOE) announced an investment of up to USD 14.5 million for R&D to cut waste and reduce the energy used to recycle single-use plastics like plastic bags, films, and wraps.
- Considering the growing demand, other manufacturers across the United States have also stepped up their output to meet the demand for packaging COVID-19 vaccines. For instance, in March last year, two of the largest US healthcare and pharmaceutical companies, Merck and Johnson & Johnson, announced their collaboration to expand the production of J&J's COVID-19 vaccine. The partnership would increase the manufacture of vaccine drug substances and their fill-finish capacity. After the pandemic, consumers are now more focused on adopting a healthier lifestyle and have started looking for sustainable solutions, especially

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for products related to the food and beverage sector. The surge in demand, owing largely to the growing purchasing power, modern retail, urbanization, and increasing awareness about health and hygiene among consumers, is expected to create significant growth opportunities for the glass packaging industry in the post-pandemic world.

US Glass Packaging Market Trends

Rising Demand from the Food and Beverage Driving the Market

- Glass is extensively preferred as a packaging material in the food and beverage sector due to its properties like neutral reacting and recycling reuse nature. It also preserves food and beverages for the long term and avoids contamination. For instance, beer is stored in dark glass bottles to avoid spoilage.
- A wide range of foods is packed in glass containers. Some include instant coffee, processed baby foods, dry mixes, spices, dairy products, sugar preserves (jams and marmalades), syrups, spreads, processed fruit, vegetables, fish and meat products, mustards, condiments, etc. Within these categories of food and drinks, the products range from dry powders and granules to liquids, some carbonated and packed under pressure, and heat sterilized products.
- Since ancient times, glass proved to be a great packaging option for the beverage industry, and this remains true today. Glass bottles provide excellent uses for the food and beverage industry by maintaining the quality of their contents and protecting the product from external factors.
- Glass is an impermeable material that keeps air and other liquids out, so glass bottles never affect the product's flavor or freshness. Additionally, external temperatures, such as heat, do not affect the material or shape of the glass, unlike plastics, which could melt and affect the product quality. Because of this, food and beverage products remain extremely fresh when packaged in glass. Glass bottles also help the packaging's internal temperature stay the same, so products do not spoil.
- Alcoholic beverages dominate the glass bottles segment in the United States. A high percentage of distilled spirits and wines are packaged using glass containers. According to U.S. Census Bureau, U.S. beer, wine, and liquor store sales last year were about USD 7.7 billion.

Personal Care Segment is Expected to Witness Significant Growth

- Plastic packaging technologies have come a long way recently, but glass dominates upscale fragrance, skincare, and personal care packaging. Most glass used for cosmetic and fragrance applications is made from natural and sustainable materials, including sand, limestone, and soda ash. Most glass packaging products are 100% recyclable and can be recycled infinitely without loss in quality and purity, from which 80% of the glass recovered is made into new glass products.
- Cosmetic containers comprise bottles, palettes, jars, as well as vials, and ampoules, among others, which are used for the packaging of skincare, haircare, nail-care, and make-up products. Cosmetic containers are available in glass containers for luxury cosmetic packaging. Glass containers containing jars and bottles are widely used in the United States due to the numerous dispensing options, including jet and drop inserts, frothing caps, spray nozzles, and pump heads.
- The factor responsible for boosting demand for cosmetic glass packaging is the growing perfume market globally, which has always been a home for glass packaging. While the sector continues to be driven by personal grooming and income-driven personal spending, key players are also focusing on introducing attractive shapes and sizes of glass bottles.
- Moreover, the market is moving toward highly innovative products, including lightweight, breakage-resistant, and intricately decorated alternatives. The cosmetic glass container market is dominated by the premium perfume segment, which currently holds a substantial percent market share and is expected to continue its pace over the next five to seven years.
- The beauty and personal care market in the United States is lucrative worldwide. Regarding purchasing behavior, American

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customers frequently resort to "Big-Box" retail shops, such as Walmart or Target, or pharmacy chains, such as CVS, to find their favorite products. According to the Bureau of Labor Statistics, last year, the average yearly expenditure on cosmetics, perfume, and bath preparation items in the United States was approximately USD 182.3 per consumer unit.

US Glass Packaging Industry Overview

The United States Glass Packaging Market is moderately fragmented, owing to multiple domestic and international players operating in the country. The players have been adopting strategies, such as product innovation, partnerships, mergers, and acquisitions to expand their market share. Some prominent vendors in the market are Owens Illinois Inc., West-Pack, LLC, Gerresheimer AG, Ardagh Group, and Heinz Glas USA Inc., among others.

September 2022: Ardagh Glass Packaging partnered with Ste. Michelle Wine Estates to transition to Eco Series glass packaging. The innovative series offers all of the sustainability advantages of glass while maintaining high quality, improving customer appeal, and lowering total environmental impact.

August 2022: Gerresheimer AG, a leading provider of healthcare and beauty solutions and drug delivery systems for pharma, biotech, and cosmetics, announced an investment of up to 94 million USD in a US manufacturing facility to expand its manufacturing rapidly, supply and logistics capability for glass vials in the United States. The project would be supported by the Biomedical Advanced Research and Development Authority (BARDA), which is part of the Office of the Assistant Secretary for Preparedness and Response (ASPR) at the Department of Health and Human Services (HHS), with contracting assistance provided by the Department of Defense.

Additional Benefits:

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

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