

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

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### **Report description:**

China Packaging Market Analysis

The China packaging market is valued at USD 218.37 billion in 2025 and is forecast to reach USD 278.15 billion in 2030, reflecting a 4.96% CAGR across the review period. The China packaging market continues to expand on the back of the world's largest e-commerce ecosystem; parcel volumes touched 175 billion units in 2024, intensifying demand for durable, automation-ready pack formats. Mandatory express packaging standards (GB 43352-2023) are also steering the China packaging market toward low-toxicity substrates and standardised dimensions. Concurrently, large domestic producers such as Nine Dragons Paper and global majors like Amcor are leveraging scale, smart-factory investments and bio-based R&D pipelines to strengthen competitive positions. Regulatory pressure on single-use plastics, coupled with a 96.48% PET beverage recovery rate in 2025, is accelerating the shift to recycled and fibre-based formats.

China Packaging Market Trends and Insights

Explosive Growth of E-commerce Parcel Volume

The China packaging market is tightly linked to parcel throughput, which reached 175 billion units in 2024, driving unprecedented pressure on cushioning, tamper-evident seals and automated sorting compatibility. Fulfilment centres in Tier 1 cities now rely on AI routing systems that reduce dock-to-door lead-times by 35%, obliging converters to shorten run lengths without compromising structural integrity. Corrugated converters are investing in high-speed digital print lines that align barcodes and QR codes with

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logistics platforms, supporting last-mile traceability. Market participants adopting modular carton designs report double-digit reductions in void space, a priority as courier firms pivot toward volumetric pricing. These developments sustain the momentum of the China packaging market while rewarding converters able to integrate data carrier features directly into pack substrates.

#### Rising Preference for Sustainable Paper-Based Formats

China's policy agenda prioritises recyclable inputs, prompting brand owners to favour fibre-based solutions across beverages, personal care and e-commerce mailers. The State Council's eco-friendly delivery rules oblige retailers to offer in-store take-back facilities and publicly disclose packaging reduction metrics. Containerboard mills are shifting to higher-performance lightweight grades, helped by coating innovations that mitigate moisture ingress. Capacity expansions include Valmet's OptiConcept M board line for Anhui Linping, scheduled online by end-2025 (EUR 40-60 million; USD 43-64 million). Fibre-based adoption also benefits from consumer recognition: nationwide surveys show 68% of shoppers prefer paper wrappers for online grocery deliveries when performance is comparable.

#### Plastic-Ban and Extended-Producer-Responsibility Rules

China prohibits a widening list of single-use plastics in retail and courier channels, increasing compliance costs and accelerating material substitutions. Producers must finance recycling systems under EPR, and the absence of uniform provincial enforcement complicates cost pass-through strategies. Brands face uncertainty over forthcoming recycled-content thresholds for PET and PP food-contact packs. Leading converters are hedging by building closed-loop paper systems; others form joint ventures with waste-management firms to secure feedstock. Until standards stabilise, capital allocation in the China packaging market skews toward retrofits rather than green-field polymer projects.

Other drivers and restraints analyzed in the detailed report include:

Demand for Convenience/RTD Food Packs / Pharmaceutical Cold-Chain Expansion / Volatile Pulp and Polymer Feedstock Costs /

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Paper and Paperboard captured 43% of China packaging market share in 2024 as corrugated boxes underpinned e-commerce fulfilment and consumer confidence in fibre recyclability remained high. The segment benefits from China's 96.48% PET beverage recycling milestone that shifts public attention to cellulose-based loops. Mill revamps are oriented toward high-strength light-weight grades, enabling shippers to meet express standard GB 43352-2023 dimensional and stacking tests. Concurrently, the China packaging market size for Paper and Paperboard is expected to rise in tandem with export-oriented corrugated demand growing at a mid-single-digit pace to 2030.

Other Materials-bio-based polymers, jute-blend films and lignin composites-record the fastest 7.21% CAGR, albeit from a low base. Academic breakthroughs reveal jute hybridisation delivering 24.42% fibre-yield gains, accelerating scale-up of moisture-resistant starch-jute liners. Lignin-bionanocomposites imbue antioxidant properties suitable for confectionery wraps, meeting demand for active packaging without synthetic additives. Investment hurdles linger-biopolymer cost parity remains elusive-but leading FMCG firms are piloting such materials, incentivised by EPR fee rebates.

Primary formats-cartons, bottles, blister packs-represent 70% of the China packaging market size and remain critical to product protection and shelf appeal. Food-safety expectations and QR-code traceability rules ensure persistent capital expenditure in high-speed filling lines and decoration technologies. The regulatory environment also requires tamper-proof seals for

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nutraceuticals, sustaining demand for multi-layer laminates.

Tertiary packaging grows at 6.03% CAGR as fulfilment centres automate palletising and cross-border e-commerce triples load-bearing requirements. Export couriers specify crush-proof, RFID-enabled pallets that feed real-time data to warehouse-management systems, creating an attractive profit pool. Market entrants offering composite pallet blocks made with recycled fibre and bio-resins shorten lead times for online retailers and reinforce the growth curve of the China packaging market.

The China Packaging Market Report is Segmented by Packaging Material (Plastic, Paper and Paperboard, Glass, and More), Types of Packaging (Primary Packaging, Secondary Packaging, and Tertiary Packaging), Packaging Format (Rigid Packaging, and Flexible Packaging), End-User Industry (Food and Beverage, Healthcare and Pharmaceutical, Beauty and Personal Care, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Nine Dragons Paper (Holdings) Ltd. / Lee and Man Paper Manufacturing Ltd. / Shanying International Holdings Co., Ltd. / Hexing Packaging Co., Ltd. / Greatview Aseptic Packaging Co., Ltd. / Wuxi Huatai Co., Ltd. / Shanghai Zijiang Enterprise Group Co., Ltd. / YUTO Packaging Technology Co., Ltd. / Zhejiang Xinlei Packaging Co., Ltd. / Guangdong Champ New Material Co., Ltd. / Crown Holdings, Inc. / Amcor Plc / Berry Global Group, Inc. / International Paper Company / WestRock Company / Sealed Air Corporation / Tetra Pak (China) Ltd. / Beijing Hualian Printing Co., Ltd. / Zhejiang Jiashan Dingxin Packaging Co., Ltd. / Shenzhen Yutong Packaging Technology Co., Ltd. /

Additional Benefits:

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

#### **Table of Contents:**

#### 1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

#### 4 MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Market Drivers
  - 4.2.1 Explosive growth of e-commerce parcel volume
  - 4.2.2 Rising preference for sustainable paper-based formats
  - 4.2.3 Demand for convenience/RTD food packs
  - 4.2.4 Pharmaceutical cold-chain expansion
  - 4.2.5 Smart-logistics (IoT) enabled track-and-trace packs
  - 4.2.6 Ultra-low-temperature bio-pharma packaging surge
- 4.3 Market Restraints
  - 4.3.1 Plastic-ban and extended-producer-responsibility rules
  - 4.3.2 Volatile pulp and polymer feedstock costs

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- 4.3.3 Patchy provincial recycling infrastructure
- 4.3.4 Reusable tote pilots eroding urban corrugated demand
- 4.4 Value Chain Analysis
- 4.5 Regulatory Landscape
- 4.6 Technological Outlook
- 4.7 Porter's Five Forces Analysis
  - 4.7.1 Threat of New Entrants
  - 4.7.2 Bargaining Power of Suppliers
  - 4.7.3 Bargaining Power of Buyers
  - 4.7.4 Threat of Substitutes
  - 4.7.5 Competitive Rivalry
- 4.8 Assessment of Macro Economic Trends on the Market

## 5 MARKET SIZE AND GROWTH FORECASTS (VALUES)

- 5.1 By Packaging Material
  - 5.1.1 Plastic
  - 5.1.2 Paper and Paperboard
  - 5.1.3 Glass
  - 5.1.4 Metal
  - 5.1.5 Other Materials
- 5.2 By Types of Packaging
  - 5.2.1 Primary Packaging
  - 5.2.2 Secondary Packaging
  - 5.2.3 Tertiary Packaging
- 5.3 By Packaging Format
  - 5.3.1 Rigid Packaging
  - 5.3.2 Flexible Packaging
- 5.4 By End-user Industry
  - 5.4.1 Food and Beverages
  - 5.4.2 Healthcare and Pharmaceutical
  - 5.4.3 Beauty and Personal Care
  - 5.4.4 Industrial
  - 5.4.5 Other End-user Industries

## 6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration
- 6.2 Strategic Moves
- 6.3 Market Share Analysis
- 6.4 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products and Services, and Recent Developments)
  - 6.4.1 Nine Dragons Paper (Holdings) Ltd.
  - 6.4.2 Lee and Man Paper Manufacturing Ltd.
  - 6.4.3 Shanying International Holdings Co., Ltd.
  - 6.4.4 Hexing Packaging Co., Ltd.
  - 6.4.5 Greatview Aseptic Packaging Co., Ltd.
  - 6.4.6 Wuxi Huatai Co., Ltd.
  - 6.4.7 Shanghai Zijiang Enterprise Group Co., Ltd.

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- 6.4.8 YUTO Packaging Technology Co., Ltd.
- 6.4.9 Zhejiang Xinlei Packaging Co., Ltd.
- 6.4.10 Guangdong Champ New Material Co., Ltd.
- 6.4.11 Crown Holdings, Inc.
- 6.4.12 Amcor Plc
- 6.4.13 Berry Global Group, Inc.
- 6.4.14 International Paper Company
- 6.4.15 WestRock Company
- 6.4.16 Sealed Air Corporation
- 6.4.17 Tetra Pak (China) Ltd.
- 6.4.18 Beijing Hualian Printing Co., Ltd.
- 6.4.19 Zhejiang Jiashan Dingxin Packaging Co., Ltd.
- 6.4.20 Shenzhen Yutong Packaging Technology Co., Ltd.

## 7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

### 7.1 White-space and Unmet-need Assessment

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