

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

Market Report | 2025-07-01 | 120 pages | Mordor Intelligence

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### **Report description:**

Packaging Automation Market Analysis

The packaging automation market size is valued at USD 80.84 billion in 2025 and is forecast to reach USD 114.75 billion by 2030, registering a 7.26% CAGR. Continued investment in intelligent manufacturing systems is narrowing labor gaps, lifting line precision, and meeting rising regulatory expectations. The sector benefits from e-commerce volume growth that overlaps with stringent pharmaceutical serialization, forcing lines to balance throughput with traceability. North America retains leadership, yet Asia-Pacific delivers the fastest expansion, supported by China's multi-billion-dollar robotics outlays. Hardware still dominates revenue, but service-centric, outcome-based models accelerate as users seek guaranteed uptime rather than ownership. Consolidation across corrugated, folding carton, and material handling suppliers is enlarging customer footprints and creating fresh scale for automation providers.

Global Packaging Automation Market Trends and Insights

Rising Adoption of Automation Across F&B, Pharma and E-commerce Sectors

Packaging machinery shipments climbed in 2024, propelled by pharmaceutical lines that demand flexible, small-batch formats beside high-volume food operations. Pharmaceutical manufacturers are committing USD 160 billion to site upgrades in 2025 to enable personalized medicine packaging. E-commerce fulfillment centers adopt right-sizing systems generating thousands of box variations, halving corrugate use while boosting labor productivity. Cross-industry technology transfer quickens as solutions

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proven in one sector migrate to another, accelerating packaging automation market penetration. The combined momentum amplifies demand for adaptive robotics and integrated vision that can shift between SKU classes with limited downtime.

#### E-commerce-Induced Demand for High-Speed Secondary Packaging

Right-sized box systems coupled with mobile robots lifted a distribution site's productivity by 97% within months, underscoring how secondary packaging has become the pivotal efficiency lever. Variable-dimension automation now comprises 41.42% of the packaging automation market, reflecting the need to process mixed orders at speed. Asia-Pacific's surging online retail sales are projected to escalate regional equipment outlays to USD 18 billion in 2024. Coupled with omnichannel models in Europe and North America, the shift places sustained pressure on line speeds, software orchestration, and ergonomic palletizing, stimulating continuous upgrades across the packaging automation market.

#### High Capital Cost and Cybersecurity Risks

Full-scale packaging cells require significant upfront cash that many SMEs find prohibitive. Simultaneously, rising connectivity exposes operational technology to cyber threats, with manufacturing representing over one quarter of industrial incidents. Firms must invest in both automation hardware and layered security, stretching budgets and slowing adoption. Robots-as-a-Service models address this dual hurdle by shifting spending to OPEX and providing managed cybersecurity within the subscription. The approach lessens balance-sheet impact, yet market education is still needed before it scales across the packaging automation market.

Other drivers and restraints analyzed in the detailed report include:

Labor Shortages Accelerating Robotics Deployment / AI-Driven Predictive Maintenance Lowering Downtime / Skilled-Operator Scarcity /

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

#### Segment Analysis

Case packaging accounted for 32.12% of packaging automation market share in 2024, underscoring its essential role in safeguarding goods during distribution. Growth within the case segment remains steady as sustainability pushes thinner corrugate and precision glue application. Palletizing, though smaller in revenue, is expanding at 12.31% CAGR. FANUC's new CRX-25iA cobot, able to handle 30 kg loads, compresses cell footprints while offering easy teach pendants. Collaborative robots shorten commissioning and improve worker ergonomics, making the segment a leading indicator of wider automation uptake.

Upstream, filling machines win pharmaceutical investment as flexible aseptic formats accommodate personalized therapies. Labeling lines add serialization modules that satisfy regulatory traceability in medicine and beverages. Wrapping and capping rise on the back of lightweight film advances, with banding technology reducing plastic by 80% in pilot deployments. Bagging lines gain footing in abrasive material sectors where ruggedized Hardox steel prolongs service life. The interplay among these products signals a move toward end-to-end cells that fuse multiple tasks into an adaptive packaging automation market solution.

Food manufacturers held 28.53% of the packaging automation market in 2024, benefiting from high-volume SKUs and rigid hygiene standards. Despite its smaller baseline, pharmaceutical packaging is poised for 11.98% CAGR as injectable therapies rise. Syntegon's Pharmatag 2025 line fills liquids under strict sterility while switching formats quickly to handle short runs. Beverage lines in Asia-Pacific install high-speed canning and sleeving to satisfy rising middle-class demand.

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Personal-care brands focus on luxurious, custom packs enabled by automated multi-line order picking. Chemical producers adopt enclosed filling and sealing to limit exposure to aggressive media, leveraging Festo's EX-certified actuators. Technology crossover accelerates as pharma serialization migrates into consumer goods to combat counterfeits, broadening application scope for the packaging automation market.

The Packaging Automation Market Report is Segmented by Product Type (Filling, Labeling, Case Packaging, and More), End-User (Food, Beverage, Pharmaceuticals, and More), Automation Level (Fully-Automated Lines, Semi-Automated Lines, Collaborative/Hybrid Systems), Solution (Hardware, and More), Packaging Stage (Primary, Secondary, Tertiary/End-of-Line), and Geography. The Market Forecasts are Provided in Terms of Value (USD).

## Geography Analysis

North America contributed 34.14% to the packaging automation market in 2024, leveraging sophisticated manufacturing infrastructure and FDA serialization mandates. Drug makers will spend USD 160 billion on facility upgrades during 2025, sustaining demand for clean-room ready robots. ABB's USD 20 million expansion in Michigan underscores vendor commitment to regional customers. E-commerce fulfillment hubs proliferate, amplifying calls for adaptive secondary packaging.

Asia-Pacific is the fastest region at 10.64% CAGR through 2030. China spent USD 6.6 billion on industrial robots in 2024, reflecting policy ambitions to double robot density. Shanghai's ProPak 2025 will gather more than 2,500 exhibitors in smart packaging solutions, highlighting the region's shift from manual lines to digital factories. Domestic suppliers such as Estun Automation are winning share with competitively priced robotic arms, expanding the packaging automation market locally.

Europe drives adoption through sustainability regulation and Industry 4.0 grants. A Swedish facility cut plastic wrap by 80% via automated banding, satisfying circular-economy goals. Germany's advanced machine builders add AI modules to retain export competitiveness. Elsewhere, Middle East and Africa pilot automated dairy lines to bolster food security, while South American plants in Brazil install palletizers to serve growing regional beverage demand. These diverse initiatives collectively extend the global packaging automation market footprint.

## List of Companies Covered in this Report:

Multivac Group / Coesia S.p.A. / ULMA Packaging / Syntegon Technology / Swisslog Healthcare / Rockwell Automation Inc. / Sealed Air Corporation / Mitsubishi Electric Corporation / Automated Packaging Systems LLC / ABB Ltd. / Fanuc Corp. / KUKA AG / Schneider Electric SE / Siemens AG / Tetra Pak International SA / ProMach Inc. / Barry-Wehmiller Companies Inc. / Sidel Group / Ishida Co. Ltd. / Yaskawa Motoman Robotics /

## Additional Benefits:

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

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