

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

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### **Report description:**

US Plastic Packaging Market Analysis

The United States plastic packaging market size is 29.97 million tonnes in 2025 and is projected to reach 35.29 million tonnes by 2030, exhibiting a 3.32% CAGR. Demand resilience comes from e-commerce parcel expansion, food and beverage convenience formats, and brand owner commitments to integrate 25% post-consumer recycled (PCR) resin into core stock-keeping units. Regulatory frameworks such as California SB 54 and Washington State's recycled-content law are accelerating design shifts toward lighter gauges, mono-material laminates, and tethered closures. Adoption of FDA-cleared rPET, rHDPE, and rLLDPE has begun closing the feed-stock gap, while robotics installations-1,646 new units added by plastics molders in 2023-are streamlining throughput and raising quality yields within the United States plastic packaging market.

US Plastic Packaging Market Trends and Insights

Rapid Adoption of Recyclable Mono-Material Pouches by US CPG Brands

Mono-material polyethylene and polypropylene laminates are replacing mixed-substrate films that once obstructed recycling streams. Converters now deliver heat-resistant, high-barrier pouches that comply with the U.S. Plastics Pact 2025 design targets, giving brand owners a straightforward route to "recycle-ready" claims. DNP Indonesia's commercial roll-out of mono-material snack and pet-food packs demonstrates how barrier performance can be maintained while simplifying end-of-life processing. Retailers request specification parity with legacy foil structures, and test data confirm comparable oxygen-transmission rates,

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enabling broad SKU conversion. Packaging teams within the United States plastic packaging market are synchronizing material down-gauging with roll-stock width optimization to shrink film consumption per unit.

#### Surging E-Commerce Demand for Lightweight Protective Mailers in the US Parcel Network

Parcel shippers continue to eliminate unnecessary void fill, driving interest in thin-gauge, curbside-recyclable mailers that cut dimensional-weight fees while preserving product integrity. Amazon has shifted one-third of its U.S. outbound parcels to paper-based alternatives, eliminating 15 billion plastic air pillows since program inception. The company's pilot plants validate line speeds exceeding 250 parcels per minute, setting new benchmarks for automation. Competitors are matching performance with mono-material LDPE bubble mailers containing 30% PCR, as mandated by Washington's recycled-content law. Converters positioned within the United States plastic packaging market are investing in high-output blown-film towers and automated wicketing to address the spike in daily parcel volumes.

#### Escalating State-Level Single-Use Plastics Bans Reducing Certain Packaging Formats

California SB 54 mandates a 25% reduction in virgin plastic packaging sold within state borders by 2032, and producers must join a Producer Responsibility Organization by 2025. Similar mandates in New Jersey, Colorado, and Maine create a fragmented compliance map that raises complexity for nationwide brands. Converters are pre-emptively retiring PS clamshells and PVC blisters from their catalogs, turning to PET G and coated paperboard alternatives even when cost of goods rises. The regulatory uncertainty embeds risk premiums into long-term supply contracts, curbing discretionary capital spend within the United States plastic packaging market as firms await harmonized federal guidelines.

Other drivers and restraints analyzed in the detailed report include:

Growth of Ready-to-Eat and On-the-Go Foods Requiring High-Barrier Flexible Films / Corporate Commitments to 25% PCR Content  
Boosting Demand for rPET and rHDPE Bottles / Consumer Shift Toward Paper and Aluminum Alternatives for Sustainability /

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

#### Segment Analysis

Flexible formats delivered 54.14% of United States plastic packaging market share in 2024 and are marching ahead at a 4.98% CAGR. Each new pouch replaces rigid counterparts with 60-70% less polymer, reducing freight emissions and warehouse footprints. E-commerce giants favor flat mailers because they collapse to one-tenth the inbound cube of corrugated boxes, slashing storage overhead. Brands now employ near-infrared (NIR) readable inks so flexibles sort efficiently at material-recovery facilities, improving real recycling rates. Meanwhile, "smart" pouches embed RFID or NFC tags, providing end-to-end visibility from filler to consumer scanning events.

Rigid plastics still account for essential roles in beverages, pharmaceuticals, and household chemicals, yet growth lags at 2.1% CAGR. Lightweight HDPE bottles use up to 12% less resin than 2023 designs, but performance thresholds on drop strength and taste neutrality limit further down-gauging. Washington State's recycled-content law compels bottle makers to secure stable rHDPE streams, prompting co-investment in in-house wash lines. Competition within the United States plastic packaging market now revolves around tethered caps that comply with forthcoming closure-retention mandates, merging convenience and litter reduction.

Polyethylene retained a 45.54% share of flexible volumes in 2024, supported by its broad processing window and robust curbside collection infrastructure. FDA approval for 100% rLLDPE content in snack wrappers confirms food-safety compliance pathways,

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allowing national retailers to launch "circular" private labels. Development teams adopt metallocene catalysts that provide higher dart impact at reduced gauge, contributing to resin savings of 8-10%. The United States plastic packaging market size for PE-based flexibles will continue scaling as co-extrusion technology accommodates recycled pellet variability without compromising film clarity.

The "other materials" category advances 6.34% CAGR, propelled by compostable PLA blends, cellulose-based films, and silicium-oxide coated papers. Consumer brands experiment with bio-PE derived from sugarcane that offers equivalent mechanical properties and a lower carbon footprint. BOPP remains indispensable for glossy snack and confectionery overwraps, yet new varnish systems deliver metallization-free barrier performance aligned with mono-material recycling guidelines. Partnerships between resin suppliers and film converters accelerate qualification cycles, shortening time-to-market for emerging formulations.

The United States Plastic Packaging Market is Segmented by Material Type ((Rigid Plastic(Polyethylene (PE), Polypropylene (PP)? and More) Flexible Plastic (Polyethylene (PE), Biaxially Oriented Polypropylene (BOPP)? and More)), Packaging Type (Rigid Plastic Packaging, Flexible Plastic Packaging), End-Use Industry (Food, Beverage, Pharmaceutical, and More) and Packaging Technology (Extrusion, Thermoforming, and More)

List of Companies Covered in this Report:

Amcors plc / Sealed Air Corp. / Sonoco Products Co. / Sigma Plastics Group Inc. / ProAmpac LLC / Constantia Flexibles / Alpha Packaging Inc. / Centor Inc. (Gerresheimer) / Silgan Holdings Inc. / Bericap Holdings / Plastipak Holdings Inc. / Coveris Holdings SA / Printpack Inc. / AptarGroup Inc. / Pactiv Evergreen Inc. / Novolex Holdings LLC / Sabert Corp. / Genpak LLC / Mondi plc /

Additional Benefits:

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

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