

**Greece Retail Packaging Market Research Report by Packaging Material [Paper and Paperboard Packaging (Plastics {PET, PVC, PE, PP, Others}), Glass, Metal, Biodegradable and Eco-Friendly Materials], by Packaging Formats [Bags (Plastic Bags, Paper Bags {Kraft Paper Bags, Luxury Paper Bags, Recycled Paper Bags}), Bottles & jars, Cartons, Cans, Tubes, Blister Packs, Vials, Pouches & Sachets, Films & Wraps, Trays, Others], by Packaging Type (Primary Packaging, Secondary Packaging, Tertiary Packaging), by End-Use Industry (Food & Beverages, Cosmetics & Personal Care, Pharmaceuticals, Household Products, Electronics, Others) Forecast till 2032**

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**Report description:**

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Market Overview

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The Greece retail packaging market is projected to reach USD 3,412.32 million by 2032, growing at a CAGR of 4.38% from 2024 to 2032. Retail packaging refers to the containers or wrapping used to display and protect products sold directly to consumers. It serves both functional and marketing purposes by ensuring product safety while attracting buyers through appealing design and branding.

The rise in demand for environmentally friendly and sustainable packaging solutions is one of the main factors driving the Greece retail packaging market. Consumer awareness of environmental issues has been a major factor. At the same time, strict regulations from the EU and national levels that ban single-use plastics are reshaping the industry. Companies use recyclable, biodegradable, and compostable materials more and more to comply with their CSR goals, improve their brand image, and, at the same time, satisfy eco-conscious consumers who want green product alternatives.

#### Key Company Development

In September 2024, DS Smith Hellas took the major step of completing the upgrade of its box plant in Korinthos, Greece. The company made a substantial investment of EUR17.6 million (USD 18 million) in the expansion that is expected to increase the plant production capacity by 30%, thus, a move that DS Smith is in line with its commitment to efficiency and sustainable growth in the Greek packaging sector.

#### Major Players

Major players in the Greece retail packaging market include DS Smith Plc, Mondi Plc, Crown Holdings, Inc., WestRock Company, Ardagh Group S.A., Dunapack Packaging, Allbox Packaging, PlusPack S.A., El Pack Group, and Xenos Packaging S.A

#### Report Attribute Details

- Market Size 2023: USD 2,316.24 Million
- Market Size 2032: USD 3,412.32 Million
- CAGR (2024-2032): 4.38%
- Base Year: 2023
- Market Forecast Period: 2024-2032

#### Market Segmentations

- By Packaging Material: Paper and Paperboard Packaging - 4.75%, Glass - 3.65%.
- By Packaging Formats: Bags - 4.73%, Bottles & jars - 4.44%.
- By Packaging Type: Primary Packaging - 4.04%, Secondary Packaging - 4.91%.
- By End-Use Industry: Food & Beverages - 4.16%, Cosmetics & Personal Care - 4.90%.

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