

# Green Packaging Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts To 2024

*Green Packaging 2017 Global Market Challenge, Driver, Trends & Forecast to 2024*

PUNE, INDIA, September 7, 2017 /EINPresswire.com/ -- Pune, India, 7th September 2017: WiseGuyReports announced addition of new report, titled "Global [Green Packaging](#) Market Outlook 2024: Global Opportunity and Demand Analysis, Market Forecast, 2016-2024".

## Global Green Packaging Market Outlook Market Overview

Unorganized disposal of packaging materials on earth is one of the major causes for soil pollution. As per Department for Environment Food & Rural Affairs (DEFRA) UK, packaging contributes nearly 3% of land-filled waste by volume. In 2014, as per DEFRA, over 82 million tons of packaging waste was generated in Europe out of which 41% wastes comes from paper & cardboard packaging. In 2012, as per Environmental Protection Agency (EPA), around 30% of total solid waste generated in the US comes from containers and packaging. Green packaging solution is to reduce the generation of solid waste and to keep the environment safe. The concept of green packaging is to use biodegradable materials to provide efficiently designed packaging which can be easily reused and recycled. Rising consumer's awareness towards environmental issues and reduction in carbon footprints is improving the expansion of green packaging business. Government is also establishing regulations to increase the reuse and recycling of packaging waste. In June 2017, National Environment Agency (NEA) launched two new packaging waste reduction plans in Singapore. Furthermore, to promote and create sustainable environment, leading multinational companies such as BASF, DuPont, Eastman and many more together formed a community named "Together for Sustainability". This community supports the programs for sustainable development initiatives taken by United Nations Global Compact (UNGC) and the Responsible Care Global Charter. Such initiatives are likely to boost the growth of global green packaging market in the near future.

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Moreover, key vendors of green packaging are also focusing on creating right-sized packaging containers to eliminate extra space and wasteful materials. These products will lead to generate less waste which goes to landfills and will promote sustainable packaging. For instance, Packsize

a corrugated material manufacturing company introduced right-sized packaging on demand to reduce their carbon footprint and improve sustainable packaging.

## Market Segmentation

Global green packaging market is segmented on the following basis:

- Based on Product Type
  - o Recyclable Green Packaging
  - o Reusable Green Packaging
  - o Degradable Green Packaging
- Based on End-User
  - o Food & Beverages
  - o Personal and Home Care Goods
  - o Healthcare & Pharmaceuticals
  - o Others (Textile, Chemical)
- Based on Geography
  - o North America (U.S. & Canada) {Market Size (USD Billion), Growth Analysis (%) and Production (Tonnes)}
  - o Latin America ( Brazil , Mexico & Rest of Latin America) {Market Size (USD Billion), Growth Analysis (%) and Production (Tonnes)}
  - o Europe (The U.K., Germany, France, Italy, Spain, Poland, Sweden & RoE) {Market Size (USD Billion), Growth Analysis (%) and Production (Tonnes)}
  - o Asia-Pacific (China, India, Japan, Singapore, South Korea, Australia, New Zealand, Rest of Asia) {Market Size (USD Billion), Growth Analysis (%) and Production (Tonnes)}
  - o Middle East & Africa (GCC, South Africa, North Africa, RoMEA) {Market Size (USD Billion), Growth Analysis (%) and Production (Tonnes)}
  - o Rest of World {Market Size (USD Billion), Growth Analysis (%) and Production (Tonnes)}

## Market Size and Forecast (2016-2024)

The global green packaging market valued USD 139.09 billion in 2016, and is expected to reach USD 230.19 billion in 2024, growing at a CAGR of 6.50% over the forecast period.

Western Europe and North America together uses around 75% of all sustainable packages. Increasing usage of recyclable packaging is boosting the growth of green packaging business in Europe and North America region. North America is the dominating region for global green packaging business in 2016 followed by Europe. Availability of eco-friendly packaging products, recycling infrastructure and favorable government policies is encouraging the use of green packaging in the region. Europe accounted for 30% market share of green packaging in 2015 and is expected to dominate the market over the forecast period. Government initiatives to create a sustainable environment and increasing spending on the development of bio-based packaging will fuel the demand of green packaging in the region.

Asia-Pacific is the fastest growing region for global green packaging market and is projected to register healthy growth rate during the forecast period. Rising population and increasing consumption & recycling of green packaging in China, Singapore, South Korea, India and Japan is contributing in the growth of green packaging market in the region. Moreover, increasing popularity of reusable plastic containers and stringent regulations on conventional packaging is

accelerating the demand of green packaging in countries such as Brazil, Saudi Arabia, the UAE and South Africa. Latin America and Middle East & Africa together accounted for 12% market share of global green packaging market in 2016.

#### Market Drivers and Challenges

Green packaging causes less soil pollution and has low toxic emission. Growing demand to keep the environment pollution free and clean is boosting the green packaging market across the globe. Due to strict regulations, manufacturers have to adopt eco-friendly packaging which considers under Extended Producers Responsibility (EPR). These key factors are driving the global green packaging market.

On the other hand, high initial production cost and low profit margins for green packaging are restraining the green packaging market growth. Lack of awareness regarding green packaging which is limiting the demand of green packaging among consumers is also prohibiting the adoption of green packaging.

#### Key Market Players

- Amcor Limited
  - o Synopsis
  - o Business Strategy
  - o Product Portfolio
  - o SWOT Analysis
- Mondi plc
- DS Smith
- DuPont
- Ball Corporation
- Georgia-Pacific LLC
- International Paper Company
- Evergreen Packaging
- Tetra Laval Corporation
- BioMass Packaging
- Airlite Plastics
- Cascades
- Graham Packaging Company

#### Scope Background

#### Market Synopsis

#### Market Segmentation

The global green packaging market is segmented as follows:

- By Product Types (Market Size, Demand Analysis and Growth Analysis)
- By End-User Types (Market Size, Demand Analysis and Growth Analysis)

#### By Regions

- North America (U.S., Canada) {Market Size, Growth Analysis and Opportunity Analysis}
- Latin America (Argentina, Mexico, Brazil and Rest of Latin America)

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