

Pet Food Packaging Market worth \$18.94 billion by 2030, growing at a CAGR of 9.62% - Exclusive Report by 360iResearch

The Global Pet Food Packaging Market to grow from USD 9.08 billion in 2022 to USD 18.94 billion by 2030, at a CAGR of 9.62%.

PUNE, MAHARASHTRA, INDIA, November 9, 2023 /EINPresswire.com/ -- The "[Pet Food Packaging Market](#) by Material (Metal, Paper & Paperboard, Plastic), Products (Can & Jar, Containers, Pouches & Bags), Application, End Use - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.

The Global Pet Food Packaging Market to grow from USD 9.08 billion in 2022 to USD 18.94 billion by 2030, at a CAGR of 9.62%.



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The pet food packaging is utilized for the preservation, protection, and marketing of pet food products. Pet food packaging is essential in ensuring product safety by protecting it from external factors, including moisture, air exposure, and contamination from pests or microbes, as well as providing physical protection during distribution. It is used to pack various types of pet food such as dry food, wet or canned food, treats, and supplements catering to pets, including dogs, cats, birds, and fish. The increasing demand for premium quality pet foods with longer shelf life has led to innovations in barrier properties for packages that prevent oxygen or moisture ingress. Urbanization and growing disposable incomes have increased demand for convenient packaging formats, including single-serving or stand-up pouches with resealable features enabling portion control. However, stringent regulations regarding packaging materials used in pet food contact applications and the fluctuating raw material cost may adversely impact

the production of pet food packaging materials. Additionally, the rising awareness among consumers regarding sustainable practices has resulted in the transition towards eco-friendly pet food packaging materials such as biodegradable plastics or paper-based alternatives, which is expected to encourage the use of pet food packaging solutions by pet food manufacturers worldwide.

Products: Popularity of portion-control pet food stand-up pouches and bags

Cans and jars are preferred for their hermetic sealing capabilities, ensuring maximum preservation of the pet food's nutritional value and freshness. They are suitable for wet and dry pet food products and resist external factors such as moisture, oxygen, light exposure, and contaminants. Pet owners widely purchase pet food containers due to their reusability, ease of storage, and convenience in portion control. Pet food containers are available in various sizes, shapes, and materials, including plastic or glass, with tight-fitting lids to maintain an airtight seal that helps preserve the freshness of pet food products. Pouches and bags have gained popularity for pet food packaging due to their lightweight, flexible nature and ease of transportation. They offer enhanced barrier protection against moisture, oxygen, light exposure, and contaminants. Stand-up pouches are particularly popular due to their convenience in storage and display on retail shelves. Containers provide an ideal balance between preservation capabilities, reusability, and convenience for portion control while being more environmentally friendly than single-use packaging types. Pouches and bags offer excellent portability with adequate barrier protection; however, they may compromise some product freshness compared to cans or containers.

End-Use: Demand for moisture and temperature barrier packaging solutions to pack cat and dog food products

The pet food packaging materials are used to package the bird food products, which cater to the diverse nutritional needs of parrots, canaries, and finches. Preference for bird food packaging includes features such as resealable bags for maintaining freshness and easy consumer portability. Cat food packaging needs to fulfill the requirements related to convenience, aesthetics, and sustainability. Consumers prefer innovative designs, including lightweight pouches with easy-open features or resealable containers that preserve the quality and flavor of pet food products. Dog food packaging solutions that provide durability for long-term storage while maintaining product freshness are desired to pack dog food products. Consumers prefer stand-up pouches with zipper closures as they facilitate easy handling and portion control. Fish food packaging primarily aims to maintain product quality under variable temperature conditions and prevent moisture gain or loss that could affect the nutrient content. This has led to the increasing use of high-barrier materials such as metalized films and foil laminations. Bird food packaging emphasizes easy portability and resealability, and cat food packaging focuses on innovative lightweight pouches with easy-open features. Dog food packaging prioritizes durability and portion control through stand-up pouches with zipper closures, whereas fish food packaging relies on high-barrier materials to maintain product quality under variable conditions.

Application: Immense potential for pet food packaging solutions to pack pet treats

Dry pet food packaging primarily focuses on maintaining freshness and prolonging shelf life. It consists of multi-layer materials such as paper, aluminum, or polymer films to provide an airtight seal and protect the contents from moisture and air. Consumers prefer resealable bags with easy-to-carry handles for better convenience while handling dry pet food products at home. Packaging for frozen pet food needs to withstand extreme cold temperatures while maintaining the quality of the product inside. Using high-quality materials, including FDA-approved plastic films, ensures that the freeze-resistant packaging prevents freezer burn and maintains nutritional content. Pet treat packaging prioritizes visual appeal to attract customers while preserving flavor and texture. Stand-up pouches with clear windows have become increasingly popular, allowing consumers to view the product before purchase. These pouches often feature reclosable zippers for prolonged freshness. The primary goal of wet pet food packaging is preserving the moisture content and preventing leakage while providing ease of use for consumers. Common packaging types are aluminum cans, plastic cups or trays with peelable lids, and retort pouches.

Material: Penetration of sustainable pet food packaging solutions

Metal packaging is most commonly used for wet pet food products due to its excellent barrier properties against oxygen, moisture, and light. The primary metal types used in pet food packaging are aluminum and steel and are widely used due to their durability and long shelf life. Lightweight and corrosion-resistant, aluminum cans offer high recycling rates with minimal loss of quality during recycling processes. Steel cans are heavier than aluminum cans and can be easily recycled multiple times without losing strength or quality. Paper & paperboard packaging materials are eco-friendly alternatives due to their renewable nature, biodegradability, and recyclability. They are primarily used for dry pet products requiring less robust barrier protection than wet foods. Corrugated paperboard is a cost-effective and durable pet food packaging material for bulk packaging. Plastic is widely used for wet and dry pet food packaging due to its versatility, low cost, lightweight nature, and effective barrier properties. Polyethylene Terephthalate (PET) provides excellent moisture and oxygen resistance, which helps preserve the freshness of pet food products. Polypropylene (PP) manufactures flexible pouches or trays to pack pet foods. Other materials, including glass jars and containers, contain and store various pet food products. Paper & paperboard materials are eco-friendly alternatives; however, they may have lower barrier performance than metal or plastic. Plastic packaging is lightweight and versatile with good barrier qualities; however, its environmental impact has led to the development of more sustainable alternatives.

Regional Insights:

The pet food packaging market is evolving in the Americas due to the rise in pet ownership, the presence of well-established pet food and pet food packaging manufacturing facilities, and significant emphasis on sustainable packaging solutions. Consumer preferences for portion-controlled pet foods have resulted in the development of single-serve pet food pouches with enhanced properties to increase shelf life and maintain the quality of pet food in the region. The European Union countries have strict regulations on pet food safety and labeling requirements,

which impact pet food packaging designs. The EU's Circular Economy Action Plan emphasizes reducing plastic pollution by promoting recyclable materials in pet food containers. The evolving packaging trends in the EMEA region include high-quality materials with attractive designs that convey premium value while adhering to regional standards for safety and durability. The demand for high-quality pet food that caters to specific nutritional requirements based on breed, size, and age of pets, coupled with an emphasis on quality assurance and easy accessibility, encourages the utilization of the pet food packaging market in the APAC region. Moreover, ongoing research to develop innovative and sustainable pet food packaging designs is anticipated to create immense opportunities for the growth of the pet food packaging market globally.

FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Pet Food Packaging Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Pet Food Packaging Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

Key Company Profiles:

The report delves into recent significant developments in the Pet Food Packaging Market, highlighting leading vendors and their innovative profiles. These include Ahlstrom-Munksjö Oyj, Amcor PLC, American Packaging Corporation, Ardagh Group S.A., Berry Global Inc., C-P Flexible Packaging, Inc., Constantia Flexibles International GmbH, Coveris Management GmbH, Crown Holdings, Inc., Dot Packtech Industries, DS Smith Plc, Emmerson Packaging, Eviosys Packaging Switzerland GmbH, FLAIR Flexible Packaging Corporation, Guangdong BN Packaging Co.,Ltd., Huhtamäki Oyj, John Volpi & Co., Jupiter Laminators Pvt. Ltd., Kormotech, LLC, LD PACKAGING CO.,LTD, Mars, Incorporated, Mondi PLC, Nestlé Purina PetCare Company, Polymerall LLC, Polytex, Printpack, Inc., ProAmpac Intermediate, Inc., RinPac, S.K. AGRO FOODTECH PVT. LTD., Sealed Air Corporation, Shantou Kaixuan Packaging Co., Ltd., Silgan Holdings Inc., Smurfit Kappa Group PLC, Sonoco Products Company, Sunflex Laminators, TedPack Company Limited, The Dow Chemical Company, TricorBraun, Inc., and Wihuri Group.

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Market Segmentation & Coverage:

This research report categorizes the Pet Food Packaging Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Material, market is studied across Metal, Paper & Paperboard, and Plastic. The Plastic commanded largest market share of 48.13% in 2022, followed by Paper & Paperboard.

Based on Products, market is studied across Can & Jar, Containers, and Pouches & Bags. The Can & Jar commanded largest market share of 63.23% in 2022, followed by Pouches & Bags.

Based on Application, market is studied across Dry Food, Frozen Food, Pet Treats, and Wet Food. The Pet Treats commanded largest market share of 42.79% in 2022, followed by Dry Food.

Based on End Use, market is studied across Bird Food, Cat Food, Dog Food, and Fish Food. The Dog Food commanded largest market share of 42.74% in 2022, followed by Cat Food.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Europe, Middle East & Africa commanded largest market share of 37.68% in 2022, followed by Americas.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Pet Food Packaging Market, by Material
7. Pet Food Packaging Market, by Products
8. Pet Food Packaging Market, by Application
9. Pet Food Packaging Market, by End Use
10. Americas Pet Food Packaging Market

11. Asia-Pacific Pet Food Packaging Market
12. Europe, Middle East & Africa Pet Food Packaging Market
13. Competitive Landscape
14. Competitive Portfolio
15. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Pet Food Packaging Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Pet Food Packaging Market?
3. What is the competitive strategic window for opportunities in the Pet Food Packaging Market?
4. What are the technology trends and regulatory frameworks in the Pet Food Packaging Market?
5. What is the market share of the leading vendors in the Pet Food Packaging Market?
6. What modes and strategic moves are considered suitable for entering the Pet Food Packaging Market?

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