

Digital Printed Cartons Market to Showcase Customization & Sustainability at Labelexpo 2025 Barcelona

Labelexpo 2025 Barcelona will spotlight digital printed cartons innovations, from eco-friendly designs to luxury packaging solutions driving global growth.

NEWARK, DE, UNITED STATES, August 22, 2025 /EINPresswire.com/ -- As industries worldwide reimagine packaging to meet the twin demands of sustainability and personalization, the [digital printed cartons market](#) is preparing for a defining moment at Labelexpo 2025 in Barcelona. With the

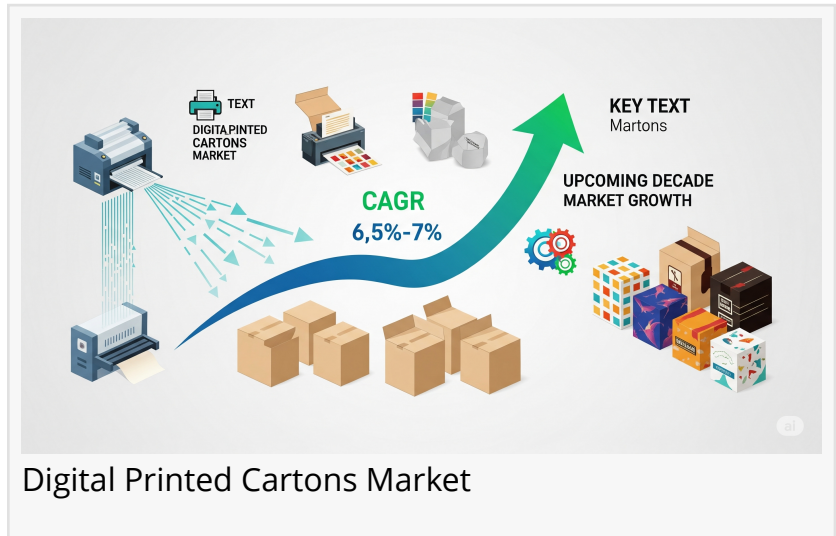
market projected to grow at an impressive 6.5%–7% CAGR over the next decade, leading manufacturers and innovative newcomers are set to unveil their latest breakthroughs, reaffirming the carton's role as the future of safe, sustainable, and brand-forward packaging.

Digital Printed Cartons: The Backbone of Modern Packaging

Digitally printed cartons have become the go-to packaging solution for industries as diverse as food & beverages, healthcare, electronics, cosmetics, and household goods. Made from paperboard and often reinforced with thin layers of plastic or aluminum, these cartons are lightweight yet strong, offering both rigidity and safety.

In the food sector—where they are used for dairy products, juices, soups, and spices—digitally printed cartons remain the largest end-user application. Their versatility also extends to secondary packaging in cosmetics, detergents, tablets, and personal care products, making them indispensable in everyday consumer life.

At Labelexpo 2025, manufacturers will showcase how cartons are evolving beyond functionality, providing serialization, customization, and eco-friendly design to meet the demands of modern supply chains and sustainability-conscious consumers.



Request Digital Printed Cartons Market Draft Report:

<https://www.futuremarketinsights.com/reports/sample/rep-gb-13561>

Drivers of Market Growth

The steady rise in the digital printed cartons market is anchored in several growth factors:

- Food & Beverage Expansion – As global demand for packaged food and drinks surges, safe, reliable, and visually appealing cartons are seeing unprecedented demand.
- Tangibility and Rigidity – Cartons offer a sturdy yet lightweight solution, ensuring goods arrive intact while maintaining brand presentation.
- Serialization and Tracking – Ease of serialization allows companies to track products across the supply chain, making cartons a first-choice solution for industries prioritizing accountability and transparency.
- Advertising Value – Cartons double as a powerful marketing tool, offering ample space for branding, promotions, and eco-conscious messaging.

Active Trends: Customization and Sustainability

Today's consumer doesn't just want a product—they want an experience. This demand has fueled the rise of customized cartons, tailored to fit everything from small electronics to luxury skincare products. At the same time, eco-friendly materials are reshaping carton production, making them the sustainable option for environmentally aware brands.

Cartons that combine premium aesthetics with recyclable materials are in high demand, particularly among luxury and lifestyle brands that want their packaging to mirror the sophistication of the product inside. This synergy between branding, protection, and sustainability will take center stage at Labelexpo 2025.

Growth Opportunities Ahead

Digital printed cartons are opening up lucrative opportunities across non-food industries such as electronics, healthcare, and household products. Their availability in all shapes and sizes allows them to cater to both mass-market goods and premium segments.

Luxury brands, in particular, are embracing digital printed cartons for their premium look and feel, with cartons serving not just as protective casings but also as brand storytelling platforms. In emerging markets, increasing consumption of packaged goods is further fueling demand, offering manufacturers immense room for expansion.

Key Market Players to Watch at Labelexpo 2025

The exhibition in Barcelona will bring together a global mix of established leaders and dynamic

new entrants, all showcasing their latest solutions:

- CCL Industries – Advanced digital printing and packaging innovation.
- Xerox Corporation – Driving efficiency in digital print technology.
- Elopak Inc. – Known for sustainable carton solutions, including their new tethered-cap designs.
- Pactiv Evergreen Inc. – Innovator in liquid carton packaging.
- Refresco Gerber N.V. – With strategic North American expansion through acquisitions.
- SIG Combibloc Group Ltd. – Pioneers in aseptic packaging technologies.
- Tetra Pak International S.A. – Industry giant driving global packaging innovation.
- Nippon Paper Industries Co., Ltd. – Pushing the envelope in eco-friendly materials.
- TidePak Aseptic Packaging Material Co. – Strong player in aseptic solutions.
- Adam Pack S.A. – Specialists in customized carton packaging.
- POLYOAK Packaging Group (PTY) Ltd. – Serving diverse African markets.
- The BoxMaker Inc. – U.S.-based leader in digital packaging solutions.

This diverse lineup underscores the sector's vibrancy, with established brands and rising innovators shaping the next era of digital carton packaging.

Key Developments Driving the Market

Several major players have made strategic moves that will be highlighted at Labelexpo:

Refresco Gerber N.V. acquired Arizona Production & Packaging in 2019, strengthening its North American footprint.

Elopak Inc. introduced tethered-cap solutions in 2021, offering the world's lightest screw cap without compromising quality.

Such developments demonstrate how companies are constantly refining practices, innovating, and expanding into new territories to stay competitive.

Regional Market Outlook

- India & China – Fast-paced growth in food & beverage sectors is fueling demand, with cost advantages making cartons highly attractive for end-use industries.
- United States – Rising environmental awareness and booming electronics sectors are positioning digital printed cartons as a sustainable packaging mainstay.
- Europe – With strict regulations on plastics and strong consumer demand for eco-friendly packaging, Europe is expected to remain a lucrative market for innovation.

For more on their methodology and market coverage, visit!

<https://www.futuremarketinsights.com/about-us>

What to Expect at Labelexpo 2025

Visitors to Labelexpo Barcelona 2025 can look forward to:

- Live demonstrations of cutting-edge digital print technologies.
- Eco-friendly innovations, including recyclable and lightweight carton designs.
- Customization showcases, featuring luxury-grade cartons tailored for brand identity.
- Networking opportunities, connecting global leaders, suppliers, and end-users.

The event will highlight how digital printed cartons are no longer just containers, but integral to branding, sustainability, and consumer engagement.

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Editor's Note:

This release is based exclusively on verified and factual market content derived from industry analysis by Future Market Insights. No AI-generated statistics or speculative data have been introduced. This press release highlights significant shifts in the Digital Printed Cartons Market, which is experiencing a pivotal change driven by consumer demand for healthier, more transparent products.

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