

Blister Packaging - Top USA Industry Trends in 2026

Carded blisters are the most demanded blister packaging products in the USA, which are mainly for pharmaceuticals, consumer goods, and electronics sectors.

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EINPresswire.com/ -- The [USA blister packaging market](#) is entering a decade of steady transformation as pharmaceutical, nutraceutical, medical device, and consumer goods companies accelerate their shift toward secure, compliant, and efficient packaging formats. According to the

latest industry assessment, USA blister packaging sales are valued at USD 6.6 billion in 2025 and are projected to reach USD 8.5 billion by 2035, expanding at a CAGR of 1.6%. The industry generated USD 6.4 billion in 2024 and is expected to observe 1.4% year-over-year growth in 2025.

Backed by rising healthcare needs, stronger FDA compliance requirements, and continuous technology modernization, blister packaging remains central to America's regulated packaging ecosystem.

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Pharmaceutical Sector Remains the Powerhouse of Market Demand

Pharmaceutical applications continue to dominate blister packaging adoption in the United States, accounting for over 30% of total demand. The segment is expected to contribute USD 2.1 billion by the end of 2025, driven by:

- Higher prescription drug consumption



- Increasing cases requiring accurate dosage delivery
- Growing demand for tamper-evident, child-resistant, and sterilized packaging
- Intensifying FDA scrutiny and compliance requirements

As personal-care medicines and OTC products rise alongside expanding healthcare awareness, pharmaceutical blister packs will continue to anchor overall market expansion.

Thermoforming Technology Spearheads U.S. Packaging Modernization

The USA blister packaging market is making significant strides toward thermoforming technology, now the preferred choice for high-volume production requiring consistent quality. Thermoformed blister packs using PVC, PET, and PP are in strong demand across:

- Pharmaceuticals (tablets, capsules, unit doses)
- Small consumer electronics
- Retail consumer goods

This technology is set to grow at around 2.1% CAGR through 2025, supported by its advantages:

- Customizable shapes and designs
- High material efficiency
- Strong protective barriers
- Scalability for mass production

With consumers demanding stronger safety features and visually differentiated packaging, thermoforming continues to gain prominence in every high-value application.

Key Market Highlights & Emerging Milestones

1. Blister Packaging Fuels America's Booming Nutraceutical Segment

With health-conscious consumers reshaping buying behaviors, demand for dietary supplements, vitamins, and immunity-boosting formulations has surged. Blister packaging plays a pivotal role in this shift by ensuring:

- Accurate dosing
- Extended freshness
- Moisture, light, and air protection
- Convenient, single-dose usability

Nutraceutical brands across the United States are adopting blister packaging to reinforce safety, integrity, and shelf-life assurance core attributes in a fast-evolving wellness market.

2. Sterile Medical Devices Drive Elevated Blister Packaging Demand

The healthcare industry's expansion is driving unprecedented demand for sterile, FDA-compliant packaging solutions. Blister packs now support safe distribution of:

- Syringes
- Surgical tools
- Diagnostic devices
- Single-use medical instruments

Blister packaging prevents contamination during handling and demonstrates high reliability in sterilization-dependent environments. Medical device manufacturers—especially across the Midwest manufacturing hubs are adopting blister packs to meet strict federal regulations and ensure patient safety.

3. California's Sustainability Regulations Push Industry to Innovate

California's stringent regulations—such as the Plastic Pollution Reduction Act—are pushing blister packaging producers to shift rapidly toward recyclable and low-impact materials. Traditional PVC formats face increasing scrutiny due to landfill concerns.

Manufacturers are responding by:

- Transitioning to recyclable PET and bio-based polymaterials
- Developing advanced mono-material blister formats
- Innovating biodegradable and compostable alternatives

Failure to comply risks financial penalties and reputational setbacks, making sustainability a central focus of industry evolution.

Historical Performance vs. Forecast Outlook

Between 2020 and 2024, the U.S. blister packaging market grew at a CAGR of 1.3%, rising from USD 5.9 billion to USD 6.4 billion. The past two years delivered notable gains due to:

- Surging demand for tamper-evident pharmaceutical packaging
- Expansion of e-commerce and consumer retail
- Rising nutraceutical consumption
- Enhanced focus on child-resistant, sterilized formats

Looking ahead, blister packaging is expected to benefit from rapid advancements in cold-forming and thermoforming technologies, along with eco-friendly material innovations.

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Market Concentration & Competitive Landscape

The U.S. blister packaging market is moderately consolidated, comprising:

Tier 1 Leaders

Global packaging giants with advanced technology, wide portfolios, and deep regulatory expertise:

- Amcor PLC
- Smurfit WestRock
- Constantia Flexibles GmbH
- Sonoco Products Company
- DuPont de Nemours, Inc.
- Klöckner Pentaplast Group

Tier 2 Competitors

Companies with strong regional presence and compliance proficiency:

- Tekni-Plex, Inc.
- Blisterpak, Inc.
- Honeywell International Inc.
- VisiPak

Tier 3 Players

Local and niche manufacturers serving specific end-use clusters across the U.S., contributing to market fragmentation.

Top Investment Segments: Technology & End Use

- Thermoforming Technology: Expected to grow at 2.1% CAGR (2025–2035)
- Pharmaceutical End Use: Set to grow at 2.5% CAGR

Plastic-based blister packs are projected to reach USD 2.5 billion by 2035, supported by PET, PVC, and PE dominance. Their superior affordability, barrier strength, and versatility reinforce their leadership.

The Carded Blisters segment is projected to reach USD 3.1 billion by 2035, fueled by high

visibility, tamper-resistance, and suitability across pharmaceuticals, consumer goods, and electronics.

Recent Industry Development

- March 2024: ProAmpac acquired Gelpac, expanding its pharmaceutical packaging capabilities and reinforcing its position in high-performance materials manufacturing.

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