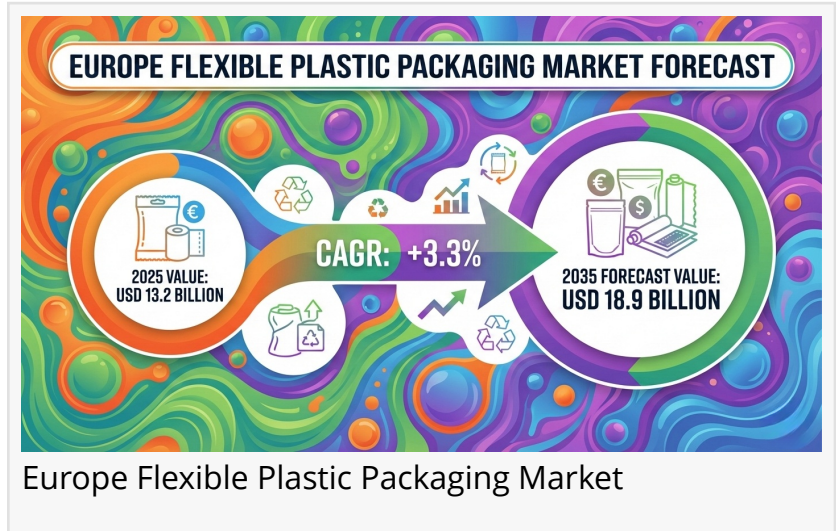


Europe Flexible Plastic Packaging Market Forecast 2025–2035: Market to Reach USD 18.9 Billion by 2035 at 3.3% CAGR

Europe's flexible plastic packaging market is evolving with eco-friendly materials, cost efficiency, and lightweight solutions, driving modern supply chains.

NEWARK, DE, UNITED STATES, February 20, 2026 /EINPresswire.com/ -- The [Europe flexible plastic packaging market](https://www.futuremarketinsights.com/reports/sample/rep-gb-18463) is projected to grow steadily over the next decade, driven by sustainability regulations, evolving consumer preferences, and expanding e-commerce activity. Valued at USD 13.2 billion in 2025, the market is expected to reach USD 18.9 billion by 2035, expanding at a CAGR of 3.3% during the forecast period.



Flexible plastic packaging comprising pouches, bags, and films has become an essential solution across food, beverage, pharmaceutical, and personal care industries. Its lightweight structure, durability, and cost efficiency are contributing to its widespread adoption, particularly as companies seek to optimize logistics, reduce material usage, and extend product shelf life.

Key Market Highlights

- Market Size (2025): USD 13.2 billion
- Forecast Value (2035): USD 18.9 billion
- CAGR (2025–2035): 3.3%
- Top Product Type: Pouches (3.5% market share in 2025)
- Leading End Use: Industrial Packaging (4.6% market share in 2025)
- Key Growth Drivers: Sustainability regulations, e-commerce expansion, and convenience-oriented packaging demand

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Market Overview: Sustainability and Efficiency Drive Long-Term Growth

The European flexible plastic packaging market is undergoing a structural transformation, shaped by environmental regulations, technological innovation, and changing consumption patterns. The shift toward recyclable, biodegradable, and bio-based materials is redefining packaging strategies across industries.

Flexible packaging is gaining preference as it reduces transportation costs, enhances product protection, and aligns with circular economy goals. The increasing demand for cost-effective and lightweight packaging solutions is further reinforcing its position as a critical component of modern supply chains.

Sales Trend Analysis: Transition Toward Circular and Smart Packaging

Between 2020 and 2024, the market experienced moderate growth, largely supported by strong demand from food, beverage, and pharmaceutical sectors. During this period, manufacturers began transitioning toward recyclable materials and lightweight designs, influenced by stricter European Union regulations and increasing consumer awareness of environmental issues.

Looking ahead to 2025–2035, the market is expected to witness accelerated transformation driven by:

- Adoption of compostable, bio-based, and recyclable materials
- Increasing regulatory pressure on single-use plastics
- Expansion of closed-loop recycling systems
- Integration of digital technologies, including AI-driven packaging and blockchain-enabled traceability
- Development of intelligent packaging solutions such as self-sealing films and interactive labels

The shift from virgin plastics to recycled and bio-based alternatives is anticipated to become more pronounced, with sustainability emerging as a central market differentiator.

Consumer Trends: Sustainability and Convenience Shape Demand

Sustainability and Circular Economy Initiatives

The demand for environmentally responsible packaging solutions is accelerating across Europe. Regulatory frameworks such as the European Green Deal and the Single-Use Plastics Directive are encouraging manufacturers to adopt recyclable and compostable materials.

Mono-material packaging formats, including all-polyethylene and all-polypropylene structures,

are gaining traction due to improved recyclability. At the same time, bio-based polymers such as PLA and PHA are increasingly used to develop biodegradable films, aligning with consumer expectations for sustainable products.

Growth in E-Commerce and Convenience Packaging

The rapid expansion of e-commerce is significantly influencing packaging requirements. Lightweight, durable, and tamper-proof flexible packaging solutions are increasingly preferred for protecting goods during transit.

Urban consumers are also driving demand for convenience-oriented packaging formats, including resealable pouches and portion-sized packs. These solutions not only extend shelf life but also enhance usability, making them particularly attractive in competitive retail environments.

Segment Analysis: Pouches and Industrial Applications Lead Growth

By Product Type: Pouches Gain Prominence

Pouches are expected to maintain steady growth, accounting for 3.5% of the market by 2025. Their popularity is driven by advantages such as lightweight design, resealability, and cost efficiency.

Industries including food and beverages, pharmaceuticals, and personal care are increasingly adopting pouches due to their ability to extend shelf life and reduce transportation costs. Innovations such as stand-up pouches with zippers and spouts are further enhancing their functionality.

Sustainability considerations are also influencing this segment, with manufacturers focusing on recyclable mono-material structures and biodegradable alternatives.

By End Use: Industrial Packaging Expands Adoption

Industrial packaging is projected to hold a 4.6% market share in 2025, supported by rising demand for durable and cost-efficient packaging solutions.

Sectors such as automotive, chemicals, agriculture, and construction are shifting toward flexible packaging due to its resistance to environmental conditions and ease of handling. Bulk packaging formats, including heavy-duty pouches and liners, are contributing to segment growth.

Advancements in barrier technologies, tamper-proof designs, and smart tracking systems are further strengthening the adoption of flexible plastic packaging in industrial applications.

Competitive Landscape: Consolidation and Innovation Define Market Structure

The European flexible plastic packaging market is highly concentrated, with leading players including Amcor Plc, Berry Global Inc., Huhtamaki Oyj, Mondi Plc, DS Smith Plc, Constantia Flexibles Group GmbH, and Sealed Air Corporation holding significant market shares.

Strategic mergers and acquisitions are reshaping the competitive landscape. Notably, Amcor's USD 8.4 billion acquisition of Berry Global Group aims to create one of the largest packaging companies globally, with combined revenues of approximately USD 24 billion. Similarly, International Paper Co.'s USD 7.16 billion acquisition of DS Smith has been approved by the European Union, further strengthening industry consolidation.

Companies are leveraging their technological expertise, global presence, and strong customer bases to maintain competitive advantages. Investments in recycling infrastructure, sustainable materials, and advanced packaging technologies are central to their long-term strategies.

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