

Airless Packaging Market to Surpass USD 9.30 Billion by 2030 on Account of Rising Demand for Premium Cosmetics

The airless packaging market was valued at USD 5.75 billion in 2022 and is projected to reach USD 9.30 billion by 2030, exhibiting a compound annual growth rate CAGR of 6.2% during the forecast period from 2023 to 2030, as per the SNS Insider report.



Austin, Texas Oct 25, 2023 ([Issuewire.com](https://www.issuewire.com)) - As per SNS Insider's research, as consumer preferences evolve, and industries become more focused on product safety, preservation, and sustainability, airless packaging market growth stands out.

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Some Major Key Players In The Airless Packaging Market

- APC Packaging
- HCP Packaging
- Silgan Holdings
- Quadpack
- Aptar Group Inc
- Albea SA
- Fusion PKG
- Lumson SPA and other players.

Market Report Scope

Airless packaging is a revolutionary system designed to protect the integrity and efficacy of various products by eliminating exposure to oxygen, light, and contaminants. Many products, such as skincare serums and pharmaceuticals, rely on active ingredients that are sensitive to air and light. Airless packaging ensures that these ingredients remain potent and effective until the last use. Airless packaging reduces the risk of contamination, making it ideal for products that come into direct contact with the skin or mucous membranes, such as creams, lotions, and eye drops. The precise dispensing mechanism of airless packaging minimizes product wastage, making it an environmentally friendly option that resonates with sustainability-conscious consumers.

Market Analysis

The cosmetics industry is a major contributor to the growth of the airless packaging market. As consumers increasingly seek high-end, luxury products, the demand for airless packaging in cosmetics has surged. Airless packaging ensures that delicate formulas, such as serums and creams, remain uncontaminated and maintain their efficacy. This has led to a growing adoption of airless packaging solutions by cosmetics brands, thus fueling market growth. Product preservation is a critical factor for industries like pharmaceuticals and personal care. Airless packaging systems provide an effective barrier against external contaminants, such as air and light, which can compromise the quality and shelf life of products. As consumers become more conscious of the importance of product safety and preservation, the demand for airless packaging is set to rise significantly in these sectors. The rapid growth of e-commerce has transformed consumer shopping habits, leading to a surge in online product sales. Airless packaging is particularly well-suited for online retail, as it prevents spillage and contamination during shipping and handling. With the e-commerce sector showing no signs of slowing down, the market is poised to benefit from this trend.

KEY MARKET SEGMENTS

By Material

- Plastic
- Metal
- Glass

By Packaging Type

- Bags & Pouches
- Bottles & Jars
- Tubes

By Packaging Type

- Pumps
- Twist & Clicks
- Dropper

By Application

- Pharmaceutical
- Personal & Homecare
- Pet care
- Others

Impact of Recession

The recession has prompted many companies to reevaluate their product development strategies. New product launches, which often incorporate innovative packaging solutions like airless packaging, have slowed down. This could hinder market growth. The economic challenges have led to market consolidation, with smaller players experiencing more difficulties. Larger, established companies may have the financial strength to withstand the recession, potentially influencing the competitive landscape of the airless packaging market. Airless packaging manufacturers that demonstrate resilience and adaptability by optimizing their supply chains, reducing costs, and diversifying their product offerings can mitigate the recession's impact.

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Impact of Russia-Ukraine War

The most immediate and impactful effect of the Russia-Ukraine war on the airless packaging market has been the severe disruption to global supply chains. Ukraine is a key producer of raw materials such as plastic, polymers, and metals, which are essential in the production of airless packaging components. One positive aspect arising from the challenges brought on by the Russia-Ukraine war is the industry's renewed emphasis on innovation and sustainability. To adapt to the changing market dynamics, airless packaging companies are investing in research and development to create more efficient and eco-friendly packaging solutions. This focus on innovation and sustainability could lead to the emergence of new, advanced packaging technologies and materials in the post-war market.

Key Regional Development

North America has emerged as a frontrunner in the airless packaging market, driven by a strong emphasis on sustainability and premium packaging solutions. Eco-conscious consumers are propelling the demand for recyclable, eco-friendly airless packaging options, encouraging manufacturers to develop innovative, sustainable materials and designs. Europe is another key player in the market, primarily due to stringent regulations and the thriving beauty and personal care industry. The European Union's strict packaging regulations have pushed companies to opt for airless packaging solutions that offer superior product protection, longer shelf life, and reduced contamination risk. Asia-Pacific has witnessed remarkable growth in the market due to rapid urbanization and the flourishing e-commerce sector. The rise of the middle-class population and increasing consumer awareness of product quality are driving the demand for advanced packaging solutions.

Key Takeaway from Airless Packaging Market Study

- The bags and pouches segment stands out due to its innovative design and functionality. These packaging solutions are not only visually appealing but also offer a high level of convenience to consumers. The rise in demand for user-friendly packaging that ensures product preservation is a significant driver for this segment.
- The pharmaceutical segment is emerging as a dominant and influential player. The pharmaceutical industry's unique demands and requirements have positioned it as a driving force behind the growth of airless packaging solutions. The demand for airless packaging solutions from pharmaceutical companies has a ripple effect, spurring innovation and competition in the broader market.

Recent Developments Related to Airless Packaging Market

- APC Packaging, a leading innovator in the packaging industry, is proud to unveil its latest creation: the AWP Modern and Sleek Airless Pump. One of the key features that sets the AWP Modern and Sleek Airless Pump apart is its advanced airless dispensing technology. This system minimizes air exposure, preventing oxidation and contamination of the product.
- Baralan, a renowned leader in innovative packaging solutions, has recently unveiled its latest groundbreaking product, the DEA – a revolutionary airless packaging system designed specifically for glass containers. By introducing airless technology to glass packaging, Baralan has successfully combined the timeless elegance of glass with the modern efficiency of airless dispensing.

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