

Antimicrobial Packaging Market to Hit USD 13.58 Billion by 2030 due to Growing E-commerce and Home Delivery Services

The antimicrobial packaging market reached a valuation of USD 9.3 bn in 2022 and is projected to attain USD 13.58 bn by 2030, with an estimated compound annual growth rate (CAGR) of 4.85% during the forecast period spanning from 2023 to 2030.



Austin, Texas Oct 25, 2023 ([IssueWire.com](https://www.issuewire.com)) - As per SNS Insider's research, the antimicrobial packaging market is poised for significant growth in the coming years, driven by a combination of factors that cater to the growing concerns of consumers, regulatory requirements, and industry-specific needs.

Based on the SNS Insider report, the antimicrobial packaging market reached a valuation of USD 9.3 billion in 2022 and is projected to attain USD 13.58 billion by 2030, with an estimated compound annual growth rate (CAGR) of 4.85% during the forecast period spanning from 2023 to 2030.

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Some Major Key Players In The Antimicrobial Packaging Market

- The Dow Chemical Company
- Biocote Limited
- Polyone Corporation
- FoodTouch
- Microban International
- Olpon Pure Sciences Limited
- Mondi Plc
- Biomaster
- Dunmore Corporation
- BASF SE

Market Report Scope

Antimicrobial packaging, often referred to as bioactive packaging or smart packaging, is a revolutionary technology designed to extend the shelf life of perishable products and protect them from harmful microorganisms. It achieves this by incorporating antimicrobial agents directly into the packaging materials or by using advanced coatings and films. Antimicrobial agents can be incorporated into various packaging materials, including plastics, films, paper, and even textiles. The choice of material depends on the specific application and desired antimicrobial properties. The primary benefit of antimicrobial packaging is the extension of product shelf life. By inhibiting microbial growth, it reduces the rate of spoilage and deterioration, ultimately minimizing food and product waste.

Market Analysis

One of the primary drivers propelling the antimicrobial packaging market is the growing concern over food safety. Foodborne illnesses and contamination have become significant public health issues, leading consumers to seek safer food products. Antimicrobial packaging effectively inhibits the growth of harmful bacteria and pathogens on food surfaces, ensuring that products remain safe for consumption. The continuous expansion of the global food and beverage industry is another significant growth driver for antimicrobial packaging. As the industry evolves to meet the diverse preferences of consumers, the demand for packaging solutions that extend product shelf life and maintain freshness rises. Antimicrobial packaging helps food and beverage manufacturers meet these demands and reduce food waste. The healthcare sector plays a vital role in driving the market. With the increased awareness of healthcare-associated infections (HAIs) and the need for sterile medical supplies and devices, antimicrobial packaging is essential. This application segment is expected to witness substantial growth due to its critical role in maintaining the sterility of medical equipment.

KEY MARKET SEGMENTS

By Raw Material

- Plastic
- Bio-Polymers
- Paperboards
- Polymers
- Others

By Antimicrobial Agent Type

- Organic Acids
- Plant Extracts
- Bacteriocins Enzymes
- Others

By Technology

- Active
- Controlled Release

By Application

- Healthcare
- Food & Beverages
- Consumer Goods
- Agriculture Products
- Others

Impact of Recession

The ongoing recession has brought both challenges and opportunities to the antimicrobial packaging market. While decreased consumer spending and supply chain disruptions pose immediate obstacles, the increased focus on food safety and the potential for innovation and adaptation offer avenues for growth. Companies in this market must be agile, customer-centric, and willing to invest in research and development to thrive in these challenging times. As the global economy gradually recovers, the market is poised to play a crucial role in ensuring the safety and quality of packaged products.

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Impact of Russia-Ukraine War

The Russia-Ukraine war has introduced significant uncertainties into the global business landscape, including the antimicrobial packaging market. While challenges such as supply chain disruptions and price volatility are evident, there are also opportunities for growth driven by increased demand for hygiene solutions. To thrive in this evolving landscape, businesses in the antimicrobial packaging sector must remain agile, adapt to changing market dynamics, and prioritize innovation to meet the needs of a world that values safety and hygiene more than ever before.

Key Regional Development

North America has been a dominant player in the antimicrobial packaging market due to stringent food safety regulations and a high demand for convenience foods. The United States, in particular, has seen substantial growth in antimicrobial packaging adoption, driven by a growing health-conscious population and a preference for ready-to-eat meals. Europe follows closely behind North America in terms of market growth. The European Union's stringent regulations regarding food safety and packaging materials have pushed manufacturers to invest in antimicrobial solutions. The Asia-Pacific region is experiencing rapid growth in the market due to the increasing disposable income and changing lifestyles of consumers. Countries like China and India are witnessing a surge in demand for packaged foods and pharmaceuticals, contributing significantly to the market's expansion.

Key Takeaway from Antimicrobial Packaging Market Study

- The global market has witnessed a significant transformation in recent years, with the organic acids segment emerging as a dominant force. Organic acids, such as citric acid, lactic acid, and sorbic acid, have gained prominence due to their remarkable ability to inhibit the growth of bacteria, fungi, and other harmful microorganisms in packaged food products. This has led to a surge in demand for antimicrobial packaging solutions that incorporate organic acids, driving the growth of this segment.
- The healthcare segment has emerged as a dominant force in the global market, playing a pivotal role in driving its growth. In an era where healthcare products and pharmaceuticals are indispensable, the need for sterile and tamper-evident packaging solutions has become paramount. Antimicrobial packaging has risen to the occasion, offering a robust and reliable means of preserving the integrity and efficacy of medical devices and medications.

Recent Developments Related to Antimicrobial Packaging Market

- Mondi, a global leader in packaging and paper, has entered into a strategic collaboration with Carto, a renowned corrugated packaging company headquartered in Mexico. This partnership marks a significant milestone in the quest for sustainable packaging solutions, particularly aimed at enhancing the packaging of fresh produce.
- BASF, a global leader in the chemical industry, has recently joined forces with StePac, a renowned packaging solutions provider, to unveil an innovative chemically recycled flexible packaging solution. This groundbreaking collaboration aims to address the pressing need for sustainable packaging materials in the food industry, particularly for the preservation of fresh produce.

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Table of Content

- Introduction
- Research Methodology
- Market Dynamics
- Impact Analysis
- Value Chain Analysis
- Porter's 5 forces model
- PEST Analysis
- Antimicrobial Packaging Market Segmentation, By Raw Material
- Antimicrobial Packaging Market Segmentation, By Antimicrobial Agent Type
- Antimicrobial Packaging Market Segmentation, By Technology
- Antimicrobial Packaging Market by Application
- Regional Analysis
- Company Profile
- Competitive Landscape
- USE Cases and Best Practices
- Conclusion

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Media Contact

SNS Insider Pvt Ltd

info@snsinsider.com

+1-415-230-0044

Office No.305-B, Arissa Avenue, Fountain Road, Kharadi, Pune, Maharashtra 411014

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