

Why American Brands Are Switching to Corrugated Packaging for Greener Shipping

Corrugated packaging emerges as a key player in sustainable logistics as U.S. brands overhaul shipping strategies to meet ESG targets.



Schaumburg, Illinois Jun 9, 2025 ([Issuewire.com](https://www.issuewire.com)) - As U.S. companies work to reduce their environmental impact and align with ESG goals, corrugated packaging is gaining rapid momentum as the go to solution for greener shipping. Made from recyclable, biodegradable materials, corrugated boxes offer brands a practical path toward sustainability without sacrificing performance, durability, or cost efficiency.

With the global corrugated packaging market expected to surpass \$93.2 billion by 2027, American brands are aggressively moving away from single use plastics and embracing recyclable, multi-depth box designs to meet consumer demand and regulatory expectations.

Corrugated boxes are made from renewable, biodegradable fibers and are typically recyclable up to 7 times. Their lightweight yet durable structure reduces carbon emissions during transportation, while customizable multi-depth formats improve material efficiency. These features make them a critical enabler of greener shipping strategies for U.S. companies seeking to reduce landfill contributions and lower their carbon footprint.

Key Highlights:

Consumer Demand Fuels Shift: 73% of Gen Z and Millennial consumers prefer sustainable packaging

and are willing to pay more for it.

- **Corporate Commitments:** Amazon, Walmart, and Unilever are among the leading companies pledging 100% recyclable packaging by 2025.
- **Cost & Carbon Savings:** Lightweight corrugated solutions reduce shipping emissions and lower freight costs.
- **Design Versatility:** Multi depth boxes cut inventory needs and minimize material waste across eCommerce and retail sectors.

Segment Analysis

By Packaging Type:

- **Single-Wall Corrugated Boxes:** Most commonly used for retail shipping.
- **Double/Triple Wall Boxes:** Preferred for industrial shipments and heavy-duty protection.

By Application:

- **eCommerce & Retail**
- **Food & Beverage**
- **Consumer Electronics**
- **Home & Personal Care**
- **Apparel & Footwear**

By Strength:

- **Standard (32 ECT)** for general use
- **Heavy Duty (44–48 ECT)** for bulk or fragile shipments

End-use segments seeing the strongest adoption include eCommerce, consumer electronics, food & beverage, personal care, and textiles.

Sustainability + Strategy = Competitive Advantage

As state-level bans on plastic packaging roll out across California, New York, and Washington, companies are future-proofing their operations through packaging redesign. Corrugated packaging's compatibility with automation and circular economy models adds further appeal for forward-thinking logistics leaders.

Meanwhile, domestic manufacturers such as **Georgia-Pacific LLC, International Paper, WestRock, Dia Packaging and Pratt Industries** are scaling up operations with recycled content lines, smart box optimization, and digital printing tech.

The transition to [corrugated packaging](#) is more than a compliance move it's an opportunity for American brands to differentiate, cut costs, and boost environmental credibility. Those who adopt early stand to lead not only in logistics, but in reputation and revenue.

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