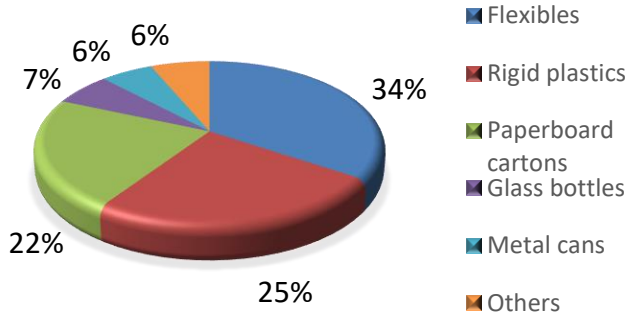


Consumer Packaging Markets in India

- The Indian consumer packaging market has picked-up pace post the pandemic years of 2020-21 and is on a high growth trajectory
- Consumer packaging market in India is estimated at around INR 1.6 trillion for 2022-23.*

Consumer packaging* market breakup by package type (% share), 2022-23



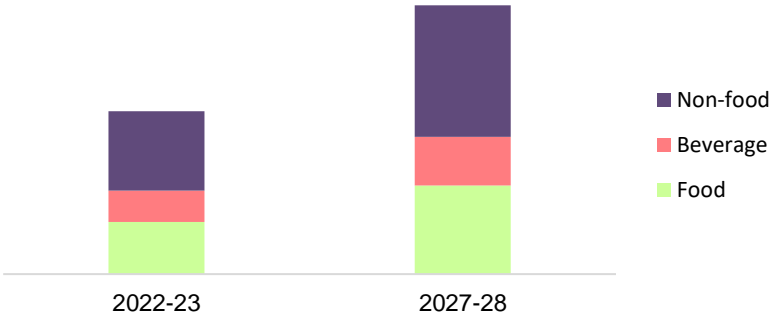
Source: MCG Estimate

- Demand for consumer packaging is forecast to grow at a CAGR of 10.6% during the next five years
- Flexible packaging, Paperboard and Rigid plastics are forecast to grow faster than Metal and Glass packaging.

**This estimate of the Indian market includes only "consumer" packaging and does not include "bulk" packaging products such as corrugated cartons, sacks, barrels, drums, etc., and plain unsupported flexible films / stretch wrapping films, paper cups, printed labels, etc.*

- Over the decades, Flexible and Rigid plastics packaging have gained market share at the cost of glass and metal packaging
- Being eco-friendly and recyclable, paperboard and glass bottles continue to be preferred by brand owners of select product categories
- Given the urban life-styles, demand for aluminium beverage cans and aerosols are growing well; aluminium's infinite recyclability is a clear advantage from the environmental perspective
- Demand for consumer packaging from the food sector is estimated to grow at over 11% during 2022-23 to 2027-28.
- Bottled water, fruit beverages and alcoholic beverages are expected to lead growth story in the beverage category
- In the non-food sector, pharmaceuticals, paints & varnishes and agro chemicals are driving the demand for consumer packaging

Consumer packaging market by end-use sector, 2022-23 vs 2027-28



Source: MCG Estimate

Sustainability has emerged as a significant driver in shaping the consumer packaging landscape in India. Post consumer waste and Extended Producer Responsibility (EPR) are now major topics of discussion in the country.

With various issues being addressed along with emphasis on recyclable packaging materials, consumer packaging market dynamics is expected to change for the better in the coming years.

Improved purchasing power and a shift towards branded products, has led to higher demand for consumer packaging.

e-Commerce has integrated seamlessly in the supply chain; demand for online order / delivery of grocery, food & beverages has increased exponentially.

Advancements in packaging technology, such as smart packaging, active packaging, and intelligent labelling, are gaining traction in the Indian market.

MCG has recently published the 4th edition of their Multi-client report titled "The Consumer Packaging Markets in India to 2027-28". The report provides an independent and comprehensive analysis of the Indian consumer packaging markets and forecasts for the next 5 years. For further details, please mail enquiries@mcg.in