



The Consumer Packaging Markets in India ~with a detailed forecast of the market to 2027-28~

An in-depth industry analysis from Madras Consultancy Group

The Consumer Packaging Markets in India

The consumer packaging market in India has witnessed remarkable growth in recent years, excepting for a temporary slowdown during the pandemic years. Demand for consumer packaging is driven by the country's expanding middle class, changing lifestyles, and increasing consumer purchasing power.

The consumer packaging market in India is estimated at INR 1,610 billion in 2022-23 and is forecast to increase to INR 2,662 billion by 2027-28, reflecting a CAGR of 10.6% per annum.

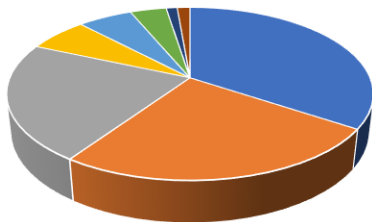
In recent years, sustainability has emerged as a key driver shaping the consumer packaging landscape in India. Increasing environmental consciousness among consumers, coupled with stringent regulations and government initiatives, has led to a growing emphasis on eco-friendly and recyclable packaging materials.

Rapid growth in e-commerce and increasing consumerism has led to the successful implementation of omni channel marketing through a blend of digital presence and brick & mortar retail shops.

This Multi-client report titled "The Consumer Packaging Markets in India- an industry report" prepared by Madras Consultancy Group (MCG), Chennai, is the 4th update of the earlier editions published in 2013, 2017 and 2020. **The report provides an independent and comprehensive analysis of the consumer packaging industry and forecasts till 2027-28.**

This report is based on exhaustive secondary research from various sources including MCG's library cum database, packaging-related journals, published articles from associations, annual reports of major converters and brand owners, white papers, and other on-line databases.

Consumer packaging market in India by product-type



- Flexibles
- Rigid
- Paperboard
- Glass
- Metal can
- Caps & Closures
- Lamitubes
- Others

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VIII	Caps& closures, Lamitubes Plastic caps & closures, ROPP caps, Crown closures, lug caps, lamitubes

*This report does not include bulk packaging products, plain unsupported flexible films / stretch wrapping films, plastic tubular net, foam guard sleeve and similar products, paper cups and printed boards, printed labels of all types and plastic bottles / glass bottles/ jars sold in retail

Key questions addressed in this industry analysis report:

What is the size of the Indian consumer packaging market? What are the growth prospects ?

What is the market share of the key packaging media viz flexible, rigid plastics, paperboard, metal can, glass, caps & closures as well as lamitubes?

What is market share of end user sectors across packaging media and future growth prospects ?

Where are the most noteworthy growth markets for each packaging medium across user segments?



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