

Luxury Packaging Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** End-Use & Specialty Packaging (Packaging)
> **Source:** https://www.mordorintelligence.com/industry-reports/luxury-packaging-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 19.66 billion
Projected Forecast (2031)	USD 19.66 billion
Growth Rate (CAGR)	4.22 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Luxury Packaging industry] (images/chart_2.png)

! [Luxury Packaging Market (2026 - 2031)] (images/chart_3.png)

! [Luxury Packaging Market: Market Share by Material] (images/chart_4.png)

! [Luxury Packaging Market: Market Share by End-Use Sector] (images/chart_5.png)

! [Luxury Packaging Market CAGR (%), Growth Rate by Region] (images/chart_6.png)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 19.66 Billion |
Market Size (2031) | USD 24.17 Billion |
Growth Rate (2026 - 2031) | 4.22 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | Europe |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Luxury Packaging Market Analysis by Mordor Intelligence The luxury packaging market size is projected to be USD 18.91 billion in 2025, USD 19.66 billion in 2026, and reach USD 24.17 billion by 2031, growing at a CAGR of 4.22% from 2026 to 2031. The steady headline growth conceals a deeper pivot in which premium brands now treat packaging as a revenue generator, not merely a protective shell. E-commerce sales of luxury goods overtook department-store volumes in 2025, turning the at-home unboxing event into a primary brand touchpoint. Europe remains the anchor geography, yet rising affluence in Asia-Pacific cities such as Chengdu and Bengaluru reshapes global design priorities toward ornate finishes and gifting suitability. Paper-based substrates advance fastest because retailers and regulators link fiber content with corporate emission targets, while intelligent closures carrying RFID or NFC chips become a compliance prerequisite as the European Union phases in product-passport rules.

Key Report Takeaways* By material, paper and paperboard led with 43.26% of the luxury packaging market share in 2025, whereas metalized grades delivered the highest 5.32% CAGR outlook toward 2031.

* By packaging format, the folding cartons and rigid boxes segment commanded a 41.19% share of the luxury packaging market size in 2025 and is projected to expand at a 5.62% CAGR through 2031.

* By end-use sector, cosmetics and fragrances held 36.63% of the market share in 2025, while premium beverages recorded the fastest CAGR of 6.21% to 2031.

* By functionality, conventional luxury packaging accounted for 67.89% of the market share in 2025, though the smart and connected luxury packaging segment is poised to grow at a 5.81% CAGR through 2031.

* By geography, Europe captured the largest 38.62% of the market share in 2025, yet Asia-Pacific is forecast to register a 6.08% CAGR through 2031.

Key Market Trends

Market Trends and Insights Drivers Impact Analysis of Luxury Packaging Market*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
E-commerce-Driven Demand for Premium Unboxing	+1.2%	Global, strongest in North America, Europe, Asia-Pacific tier-one cities	Short term (≤ 2 years)
Sustainability and Shift to Bio-based Materials	+0.9%	Europe and North America leading, Asia-Pacific following	Medium term (2-4 years)
Rising Disposable Income in Emerging Markets	+0.8%	Asia-Pacific core plus Middle East gifting hubs	Medium term (2-4 years)
Smart Authentication Packaging (NFC/RFID)	+0.6%	Early adoption in Europe and North America, global scalability	Long term (≥ 4 years)
Travel-Retail Premiumisation Boom	+0.4%	Hub airports in Middle East, Asia-Pacific, Europe	Short term (≤ 2 years)
Artist-Brand Limited-Edition Collaborations	+0.3%	North America, Europe, select Asia-Pacific metros	Short term (≤ 2 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The market is moderately fragmented. Ardagh Group, Owens-Illinois, and Crown Holdings defend glass and metal niches through long-term agreements with beverage and fragrance multinationals, leveraging scale to hedge raw-material volatility. Paperboard leaders such as Smurfit WestRock and James Cropper compete on sustainability credentials, offering fiber validated for chain-of-custody and barrier properties that meet upcoming European thresholds.

White-space opportunities center on smart-packaging integration, where electronics knowledge is scarce among legacy converters. Technology firms partner with substrate makers to deliver turnkey NFC or RFID solutions, capturing margin that once flowed solely to printers. Digital-printing players like GPA Global threaten traditional offset volumes by supporting 500-unit limited editions without plate costs, enabling influencer collaborations that demand rapid design turnovers. Patent activity highlights a pivot toward bio-barrier coatings and mono-material construction, with Fedrigoni's cellulose-acetate film winning European Patent Office approval for compostability within 12 weeks.

Supply-chain resilience now trumps absolute capacity. Brands require secondary sources across at least two continents to mitigate logistics disruption, prompting global converters to acquire regional players. Cost, speed, and environmental proof points combine into a three-legged competitive bar that incumbents must clear to retain share during the forecast window.

Luxury Packaging Industry Leaders* GPA Global Holdings B.V.

* Delta Global Source (UK) Limited

* Keenpac (Bunzl UK Limited)

* McLaren Packaging Ltd.

* Fedrigoni S.p.A.

* *Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Luxury Packaging Market Report ScopeLuxury packaging refers to high-end packaging solutions designed to elevate product perception and create a premium brand image. It involves the use of high-quality materials, intricate designs, and sophisticated finishes to appeal to discerning consumers and often incorporates elements such as embossing, debossing, foil stamping, and unique shapes.

The Luxury Packaging Market Report is Segmented by Material (Paper and Paperboard, Glass, Metal, Plastics, and Other Materials), Packaging Format (Folding Cartons and Rigid Boxes, Flexible Pouches and Bags, Tubes and Jars, Bottles and Vials, and Other Packaging Formats), End-Use Sector (Cosmetics and Fragrances, Confectionery and Gourmet Food, Watches and Jewellery, Premium Beverages, Fashion and Accessories, and Other End-Use Sectors), Functionality (Conventional Luxury Packaging, and Smart/Connected Luxury Packaging), and Geography (North America, South America, Europe, Asia-Pacific, and Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

By MaterialPaper and Paperboard |

Glass |

Metal |

Plastics |

Other Materials |

Segmentation Accordion Item

By GeographyNorth America | United States |

| Canada |

| Mexico |

South America | Brazil |

| Argentina |

| Rest of South America |

Europe | United Kingdom |

- | Germany |
- | France |
- | Italy |
- | Spain |
- | Rest of Europe |
- Asia-Pacific | China |
- | Japan |
- | India |
- | South Korea |
- | Australia |
- | Rest of Asia-Pacific |
- |
- Middle East and Africa | Middle East | United Arab Emirates |
- | Saudi Arabia |
- | Turkey |
- | Rest of Middle East |
- |
- Africa | South Africa |
- | Nigeria |
- | Rest of Africa |

Frequently Asked Questions

How fast is global demand for premium paperboard growing?

Paper and paperboard capture 43.26% of luxury packaging market share in 2025 and are forecast to advance at a 5.32% CAGR through 2031 as brands replace plastic liners with recyclable fiber-based barriers.

Which packaging format delivers the highest value perception to online shoppers?

Rigid boxes with magnetic closures dominate because their dimensional stability withstands parcel networks and their layered opening sequence generates shareable social-media content.

Why are spirits producers investing in smart closures?

Embedded NFC tags authenticate provenance, enable blockchain traceability demanded by regulators, and create post-purchase engagement that boosts brand loyalty.

What regulatory change will most influence material choice by 2030?

The European Union Packaging and Packaging Waste Regulation sets escalating recycled-content thresholds and design-for-disassembly rules that favor mono-material, fibre-rich constructions.