

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

> ****Industry:**** Flexible & Barrier Packaging (Packaging)
> ****Source:**** <https://www.mordorintelligence.com/industry-reports/pouch-packaging-market>
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 539.01 billion
Projected Forecast (2031)	USD 539.01 billion
Growth Rate (CAGR)	3.98 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

! [Pouch Packaging Market Size](images/chart_3.png)

! [Pouch Packaging Market Share by Material, 2025](images/chart_4.png)

! [Pouch Packaging Market Share by Closure Type, 2025](images/chart_5.png)

! [Pouch Packaging Market Growth Rate by Region](images/chart_6.png)

! [Pouch Packaging Market Concentration](images/chart_7.png)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2020 - 2031 |
Market Volume (2026) | 560.46 Billion units |
Market Volume (2031) | 681.22 Billion units |
Growth Rate (2026 - 2031) | 3.98 % |
Fastest Growing Market | Asia Pacific |
Largest Market | Asia Pacific |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Pouch Packaging Market Analysis by Mordor Intelligence The pouch packaging market size was valued at USD 539.01 billion in 2025 and estimated to grow from USD 560.46 billion in 2026 to reach USD 681.22 billion by 2031, at a CAGR of 3.98% during the forecast period (2026-2031). This steady trajectory underscores the pouch packaging market's transition from rapid early-stage growth to a more measured expansion supported by e-commerce logistics, convenience food trends, and tightening sustainability regulations. Brand owners continue to favor material-efficient flexible packs over rigid formats, while regulatory bodies endorse lightweight solutions that cut transport emissions. Technology investments now prioritize mono-material barrier films and recyclability compliance, shifting competitive advantage away from pure scale economics.

Key Report Takeaways

- * By material, plastics led with a 60.72% pouch packaging market share in 2025, whereas bio-degradable and compostable substrates are projected to post the fastest 6.05% CAGR to 2031.
- * By product type, flat pouches commanded 36.33% of the pouch packaging market size in 2025, while stand-up formats are set to expand at a 5.43% CAGR through 2031.
- * By closure, zipper systems held 28.38% of the pouch packaging market share in 2025; spout-and-cap solutions are expected to grow at a 5.61% CAGR to 2031.
- * By end-user, food applications accounted for 38.42% of the pouch packaging market size in 2025, and personal care and cosmetics are forecast to advance at a 5.88% CAGR to 2031.
- * By geography, Asia-Pacific captured a 39.54% pouch packaging market share in 2025 and is projected to record the highest 6.74% CAGR through 2031.

Key Market Trends

Global Pouch Packaging Market Trends and Insights Drivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Rising demand for cost-effective packaging and brand differentiation	+1.2%	Global, premium focus in North America and Europe	Medium term (2-4 years)
Surge in convenience and ready-to-eat food consumption	+0.9%	Asia-Pacific core, spill-over to global urban centers	Short term (≤ 2 years)
Sustainability-driven shift toward lightweight flexible packs	+0.8%	Europe and North America regulatory-driven, expanding to Asia-Pacific	Long term (≥ 4 years)
Acceleration of e-commerce and direct-to-consumer logistics	+0.7%	Global, concentrated in developed markets	Medium term (2-4 years)
Expansion of spouted pouches in industrial bulk applications	+0.4%	Industrial regions – North America, Europe, China	Medium term (2-4 years)
High-barrier mono-material film breakthroughs enabling recyclability	+0.3%	Technology leaders – Europe, North America, Japan	Long term (≥ 4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The pouch packaging industry balances moderate fragmentation with rapid technology-led consolidation. Patent activity in mono-material barriers now eclipses cos

t reduction as the primary arena of rivalry. Huhtamaki's blueloop platform illustrates how proprietary polymer chemistries can lock in customers concerned about EU recyclability thresholds.[3]Huhtamaki, "blueloop Flexibles Platform Overview," Huhtamaki, huhtamaki.com

Mergers and acquisitions center on know-how rather than footprint. TOPPAN's USD 1.8 billion purchase of Sonoco's Thermoformed and Flexible Packaging unit secures an instant network of 22 plants and 700 patents across the Americas. Converters that lack specialty film science pivot toward niche regional markets or co-packing services, avoiding direct clashes with innovation leaders

Capital expenditure increasingly targets recycling-compatible infrastructure over capacity additions. Chemical-recycling partnerships promise long-term feedstock stability, yet most remain pilot scale. As regulators impose Extended Producer Responsibility fees, companies that demonstrate closed-loop solutions gain a tender advantage with multinational brands. Consequently, intellectual property in solvent-free coatings and compatibilizers becomes strategic currency.

Pouch Packaging Industry Leaders* Aluflexpack Group

- * Constantia Flexibles Group GmbH

- * ProAmpac Intermediate, Inc.

- * Amcor plc

- * Bischof + Klein SE and Co. KG

- * *Disclaimer: Major Players sorted in no particular order

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Scope Methodology P Space

For this report, the pouch packaging market covers flexible pouch packs used to contain and protect products, including premade and rollstock formats that are converted into pouches and sold to brand owners and packers across common end uses.

Scope exclusions: We exclude rigid packaging formats (such as bottles, jars, and cans) and packaging machinery revenues, unless the spend is directly part of the pouch pack purchase.

Segmentation Container

- * By Material* Plastics* Polyethylene (PE)

- * Polypropylene (PP)

- * Polyethylene Terephthalate (PET)

- * Polyvinyl Chloride resin (PVC)

- * Other Plastics

- * Paper

- * Aluminum Foil

- * Bio-degradable/Compostable

- * By Product Type* Flat (Pillow and Side-Seal)

- * Stand-Up

- * Spouted

- * Retort

- * Aseptic

- * Stick-Pack / Sachet

- * Rollstock / Premade Pouch

- * By Closure Type* Zipper
- * Spout and Cap
- * Tear-Notch
- * Slider
- * Other Closure Type
- * By End-User Industry* Food* Candy and Confectionery
- * Frozen Foods
- * Fresh Produce
- * Dairy Products
- * Dry Foods and Cereals
- * Meat, Poultry and Seafood
- * Pet Food
- * Other Foods (Sauces, Condiments, Spreads)
- * Beverage* Alcoholic
- * Non-Alcoholic
- * Medical and Pharmaceutical
- * Personal Care and Cosmetics
- * Home Care and Household
- * Other End-User Industry
- * By Geography* North America* United States
- * Canada
- * Mexico
- * South America* Brazil
- * Argentina
- * Rest of South America
- * Europe* United Kingdom
- * Germany
- * France
- * Spain
- * Italy
- * Rest of Europe
- * Asia-Pacific* China
- * India
- * Japan
- * Australia
- * South Korea
- * Rest of Asia-Pacific
- * Middle East and Africa* Middle East* Saudi Arabia
- * United Arab Emirates
- * Turkey
- * Rest of Middle East
- * Africa* South Africa
- * Kenya
- * Rest of Africa

Frequently Asked Questions

What is the current size of the pouch packaging market?

The pouch packaging market size is 560.46 billion units in 2026.

How fast is global demand for pouch formats projected to grow?

Volumes are expected to rise at a 3.98% CAGR, reaching 681.22 billion units by 2031.

Which region leads in both scale and growth?

Asia-Pacific holds a 39.54% share in 2025 and is set to grow at 6.74% CAGR through 2031.

How are sustainability regulations affecting pack design?

Rules such as the EU PPWR are accelerating the shift to mono-material pouches that enable mechanical recycling.

Which materials are gaining traction over conventional plastics?

Bio-degradable and compostable substrates are expanding at a 6.05% CAGR as regulators push for circularity.

What closure type is growing fastest?

Spout-and-cap systems are forecast to grow at 5.61% CAGR due to rising liquid applications.