

Sustainable E-commerce Packaging Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Sustainable & Biodegradable Packaging (Packaging)
> ****Source:**** https://www.mordorintelligence.com/industry-reports/sustainable-e-commerce-packaging-market(https://www.mordorintelligence.com/industry-reports/sustainable-e-commerce-packaging-market)
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 36.46 billion
Projected Forecast (2031)	USD 36.46 billion
Growth Rate (CAGR)	8.12 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Sustainable E-commerce Packaging industry](images/chart_2.png)

![Sustainable E-commerce Packaging Market (2026 - 2031)](images/chart_3.png)

![Sustainable E-commerce Packaging Market: Market Share by Material Type, 2025](images/chart_4.png)

![Sustainable E-commerce Packaging Market: Market Share by End-User Industry, 2025](images/chart_5.png)

![Sustainable E-commerce Packaging Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Sustainable E-commerce Packaging Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period	2020 - 2031
Market Size (2026)	USD 36.46 Billion
Market Size (2031)	USD 53.82 Billion
Growth Rate (2026 - 2031)	8.12 %

Fastest Growing Market | Asia Pacific |
Largest Market | Middle East and Africa |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Sustainable E-commerce Packaging Market Analysis by Mordor IntelligenceThe Sustainable E-commerce Packaging Market size is projected to be USD 33.72 billion in 2025, USD 36.46 billion in 2026, and reach USD 53.82 billion by 2031, growing at a CAGR of 8.12% from 2026 to 2031.

Rising regulatory pressure on single-use plastics, surging online order volumes, and clear consumer preference for low-carbon materials are accelerating demand for sustainable solutions across last-mile delivery. Format optimization technologies that reduce dimensional weight fees, alongside expanding circular-economy business models, are broadening adoption beyond early movers. Consolidation among leading fiber-based players is improving global scale and R&D budgets, while AI-enabled right-sizing systems deliver measurable cost savings that reinforce payback arguments for brand owners.

Key Report Takeaways

- * By material type, paper and paperboard led with 47.02% of the Sustainable E-commerce Packaging Market share in 2025, whereas bioplastics are forecast to expand at a 9.78% CAGR to 2031.
- * By packaging format, corrugated boxes held 72.10% revenue share in 2025; mailers and envelopes are advancing at a 9.41% CAGR through 2031.
- * By end-user industry, food and beverage accounted for 26.74% share of the Sustainable E-commerce Packaging Market size in 2025, while pharmaceuticals record the fastest CAGR at 9.23% through 2031.
- * By sustainable attribute, recyclable options dominated with 61.05% share in 2025; compostable solutions show the highest growth potential at 9.58% CAGR.
- * By geography, Asia-Pacific captured 42.35% of the Sustainable E-commerce Packaging Market share in 2025, yet Middle East and Africa is the fastest-growing geography at 9.66% CAGR to 2031.

Key Market Trends

Global Sustainable E-commerce Packaging Market Trends and InsightsDrivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Consumer preference for recyclable materials	+1.8%	EU, North America, Global	Medium term (2-4 years)
Surge in e-commerce order volumes	+2.1%	Asia-Pacific, Global	Short term (≤ 2 years)
Bans and eco-taxes on single-use plastics	+1.5%	EU core, North America, Asia-Pacific	Long term (≥ 4 years)
AI-driven right-sizing systems	+0.9%	North America, EU	Medium term (2-4 years)
Reusable packaging-as-a-service models	+0.7%	North America, EU	Long term (≥ 4 years)
Scope-3 carbon reporting mandates	+1.2%	Global	Medium term (2-4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

Consolidation gathered pace in 2024–2025 after the USD 34 billion Smurfit Kappa–WestRock tie-up created the world’s largest fiber-based packaging supplier. International Paper reinforced scale by acquiring DS Smith for USD 7.2 billion, adding temperature-controlled fiber expertise. Top players now command deeper R&D budgets for compostable coatings and AI-enabled converting lines. The Sustainable E-commerce Packaging Market therefore sees moderate concentration, yet room remains for specialists offering differentiated technology such as molded-pulp coolers or connected QR-based authenticity seals.

Strategic focus is shifting from mere production capacity to solutions that integrate materials, automation, and circular services. Amcor’s planned merger with Berry Global targets USD 650 million efficiency gains while pooling polymer science for mono-material recyclable films. Sealed Air commits to net-zero Scope 1 and 2 emissions by 2040, reporting a 54.6% cut already achieved, and embeds life-cycle assessment into new-product gating. Ranpak scales the Cut’it EVO right-sizing portfolio across Europe and Asia, adding on-line digital-print modules that convert packaging into marketing assets. Simultaneously, niche disruptors such as s Returnity and RePack capture share with subscription-based reusable mailer pools that offload reverse-logistics management from retailers.

Technology partnerships intensify: converters sign joint-development agreements with bio-resin startups to secure intellectual property and speed time-to-market. Investors channel capital into nanocellulose-coated barrier papers, recognizing the premium available from food and pharma segments. Cyber-security expertise emerges as a differentiator for connected-pack providers that must safeguard consumer data while meeting Europe’s GDPR and the United States’ CCPA standards. Competitive advantage increasingly hinges on the ability to bundle substrate choice, automation know-how, and end-of-life strategy into a single contract that minimizes complexity for omnichannel retailers.

Sustainable E-commerce Packaging Industry Leaders* Amcor PLC

* Smurfit Kappa Group PLC

* WestRock Company

* DS Smith PLC

* Mondi PLC

* *Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Sustainable E-commerce Packaging Market Report ScopeBased on current trends and market dynamics, the study tracks and analyzes the demand for sustainable e-commerce packaging within the end-user industry. The market numbers are derived by tracking the revenue generated by players providing sustainable e-commerce products across the end-user industries in the retail sector. The study provides a detailed breakdown of the various types of material across different geographies. This report analyzes the factors based on the prevalent base scenarios, key themes, and end-user vertical-related demand cycles.

The report covers sustainable e-commerce packaging companies. The market is segmented by material type (plastic, paper, and paper board metals), end user (fashion and apparel, consumer electronics, food and beverage, pharmaceuticals, personal care, and other end users), and geography (North America (United States and Canada), Europe (United Kingdom, Germany, France, Italy, Spain, and Rest of Europe

e), Asia-Pacific (China, India, Japan, Australia, and Rest of Asia-Pacific), Latin America (Brazil, Mexico, Argentina, and Rest of Latin America), Middle East and Africa (United Arab Emirates, Saudi Arabia, South Africa, and Rest of Middle East and Africa). The report offers market sizes and forecasts in value (USD) for all the above segments.

By Material Type
Plastic |
Paper and Paperboard |
Metal |
Bioplastics |

Segmentation Accordion Item

By Geography
North America | United States |
| Canada |
| Mexico |
South America | Brazil |
| Argentina |
| Rest of South America |
Europe | Germany |
| United Kingdom |
| France |
| Italy |
| Spain |
| Russia |
| Rest of Europe |
Asia-Pacific | China |
| Japan |
| India |
| South Korea |
| Australia and New Zealand |
| Rest of Asia-Pacific |
Middle East and Africa | Middle East | Saudi Arabia |
	United Arab Emirates
	Turkey
	Rest of Middle East
Africa	South Africa
	Nigeria
	Egypt
	Rest of Africa

Frequently Asked Questions

What is the current size of the Sustainable E-commerce Packaging Market?

The market stands at USD 36.46 billion in 2026 and is set to reach USD 53.82 billion by 2031.

How fast is the market expanding?

The Sustainable E-commerce Packaging Market is growing at an 8.12% CAGR over the 2026-2031 period.

Which material segment is recording the quickest growth?

Bioplastics lead material growth with a 9.78% CAGR, driven by sugarcane- and bark-based resin innovations.

What geographic region holds the largest share?

Asia-Pacific commands 42.35% of global revenue, supported by high parcel volumes and government circular-economy policies.