



Blister Packaging Market: Driving Innovation in Pharmaceutical and Consumer Goods Packaging

Meticulous Research®, a leading global market research company, has released a report titled "**Blister Packaging Market by Product (Clamshell, Trapped), Material (PP, PE, PVC, PET, Paper, Aluminum), Technology (Thermoforming, Cold Forming), Application (Pharmaceuticals, Medical Devices, Food) - Global Forecast to 2031.**"

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According to the report, the global blister packaging market is projected to reach \$34.11 billion by 2031, growing at a CAGR of 8.6% from 2024 to 2031. This growth is driven by factors such as the expansion of the pharmaceutical industry, environmental policies aimed at reducing packaging waste, rising demand for over-the-counter (OTC) drugs, and the increasing adoption of blister packaging in the food, electronics, and consumer goods sectors. However, the market's growth is restrained by the limited suitability of blister packaging for heavy items and the longer packaging processes involved.

Opportunities for growth are anticipated due to the pharmaceutical industry's shift from bottle to blister packaging, innovations in blister packaging, and the increasing number of clinical trials. However, changing regulatory compliance and environmental concerns regarding single-use packaging present significant challenges to the market's growth.

Key Players

Leading companies in the global blister packaging market include Amcor plc (Switzerland), AptarGroup, Inc. (U.S.), Constantia Flexibles (Austria), UFLEX LIMITED (India), Honeywell International Inc. (U.S.), Sonoco Products Company (U.S.), Tekni-Plex, Inc. (U.S.), Ecobliss Pharmaceutical Packaging (Netherlands), Rohrer Corporation (U.S.), Schreiner MediPharm L.P. (Germany), Perlen Packaging (Switzerland), and Henkel AG & Co. KGaA (Germany).

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Blister Packaging Market: Future Outlook

The blister packaging market is segmented by Product (Clamshell Blisters, Trapped Blisters, Face Seal Blisters, and Blister Cards), Material (Polymer [Polypropylene, Polyvinyl Chloride, Polyethylene Terephthalate, Polyethylene, and Other Polymers], Aluminum, and Paper & Paperboard [Clay-coated Board (C1S/C2S), Solid Bleached Sulfate (SBS), and Other Paper & Paperboards]), Technology (Thermoforming and Cold Forming), Application (Pharmaceuticals [Tablets, Capsules, Powders], Medical Devices, Food, Electronics, Consumer Goods, and Other Applications), and Geography. The report also provides a competitive analysis of industry players and evaluates the market at both global and regional levels.

- **By Product:** The blister cards segment is expected to exhibit the fastest growth during the forecast period. Blister card packaging reduces the risk of damage, maintains product integrity, and can be customized to meet manufacturers' needs. Its pre-portioned compartments minimize contamination risk, making it increasingly popular in the pharmaceutical and cosmetics industries.
- **By Material:** The paper & paperboard segment is projected to witness the highest growth rate from 2024 to 2031, driven by increased demand for paper-based blister packaging in the food industry for products like dairy, premixes, and frozen foods. Environmental concerns regarding material reuse and recycling further boost demand for paper & paperboard-based blister packaging. Key industry players are also prioritizing the use of these materials to achieve environmental sustainability goals.
- **By Technology:** In 2024, the thermoforming blister packaging segment is expected to hold the largest share of the blister packaging market. Polymers, the primary material used in thermoforming blister packaging, support the dominance of this technology due to their conventional usage and versatility.
- **By Application:** The pharmaceutical segment is expected to dominate the blister packaging market in 2024, with the tablet sub-segment accounting for the largest share. The growing need for tamper-proof packaging to ensure product safety is driving demand for blister packs in tablet packaging. Additionally, rising R&D expenditures by pharmaceutical companies are boosting the demand for blister packaging. For example, the European Federation of Pharmaceutical Industries and Associations (Belgium) reported that China's pharmaceutical R&D expenditure growth rate increased from

13.6% (2013-2017) to 15.6% (2018-2022), while Europe's growth rate rose from 3.2% to 4.6% over the same periods.

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Regional Insights

The report provides a comprehensive analysis of the market across North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa. Among these regions, Asia-Pacific is expected to register the highest growth rate during the forecast period, driven by the expanding pharmaceutical industry in China, India, and South Korea. Government support for pharmaceutical R&D and the influx of capital in this sector are key factors contributing to the region's rapid growth. The increasing application of blister packaging in pharmaceuticals and other industries is further supporting market expansion.

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