This Freedonia industry study analyzes the $13.0 billion global e-commerce packaging market. It presents historical demand data (2013 and 2018) and forecasts for 2023 and 2028 by product (boxes, protective packaging, mailers, labels, tape, insulated shipping containers, shrink film, and other packaging), by market (computers, electronics, and software; apparel and accessories; home furnishings; recreation goods; food and beverage; health, personal care, and beauty products; multimedia; and other merchandise) and by region and major country.

Table 2-1 | Global E-Commerce Sales by Region, 2013 – 2028 (billion dollars)

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Figure 1-1 | Global E-Commerce Packaging Market

Key Trends Through 2023:
- Robust growth in e-commerce sales, particularly for products needing high-value packaging
- Expansion of online order fulfillment infrastructure in less developed geographic markets as e-commerce warehouses decentralize
- Right-sizing of boxes reducing protective packaging needs

Top Markets, 2018
- 20% Computers, Electronics, & Software
- 18% Apparel & Accessories
- 11% Home Furnishings
- 11% Recreation Goods

Leading Industry Players
- International Paper
- Sealed Air
- WestRock
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      Subscription Deliveries & Subscription Boxes  
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Global E-Commerce Packaging Market

Key Trends Through 2023:
- Demand growth in e-commerce, particularly for
  internet monthly high value packaging
- Expansion of global e-commerce through
  international market market expansion
- Trade channels of lower value international
  packaging companies

Leading Industry Players
- International Paper
- Sealed Air
- WestRock

Source: The Freedonia Group

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<th>2018</th>
<th>2023</th>
<th>2028</th>
<th>13-18</th>
<th>18-23</th>
<th>23-28</th>
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<tbody>
<tr>
<td>Global E-Commerce Sales</td>
<td>750.1</td>
<td>1,168.8</td>
<td>1,662.0</td>
<td>2,111.8</td>
<td>10.8%</td>
<td>10.6%</td>
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<td>North America</td>
<td>113.7</td>
<td>185.8</td>
<td>254.0</td>
<td>309.0</td>
<td>14.5%</td>
<td>14.0%</td>
<td>13.0%</td>
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<tr>
<td>Latin America</td>
<td>34.3</td>
<td>55.9</td>
<td>78.7</td>
<td>112.5</td>
<td>18.5%</td>
<td>17.4%</td>
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<td>131.9</td>
<td>197.2</td>
<td>266.2</td>
<td>334.5</td>
<td>11.2%</td>
<td>10.9%</td>
<td>11.5%</td>
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<tr>
<td>Eastern Europe</td>
<td>80.9</td>
<td>116.8</td>
<td>154.4</td>
<td>200.5</td>
<td>15.7%</td>
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<td>Asia/Pacific</td>
<td>27.9</td>
<td>41.6</td>
<td>57.9</td>
<td>76.1</td>
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<td>17.8</td>
<td>26.2</td>
<td>35.1</td>
<td>45.2</td>
<td>16.8%</td>
<td>17.0%</td>
<td>17.4%</td>
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Source: The Freedonia Group
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<th>2013</th>
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<th>2023</th>
<th>2028</th>
<th>13-18</th>
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<th>23-28</th>
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Source: The Freedonia Group
### Table 4-2 | Global Computers, Electronics, & Software E-Commerce Packaging Demand by Major Geographic Market & Product, 2013 – 2028 (million dollars)

<table>
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<th>Item</th>
<th>2013</th>
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<th>2023</th>
<th>2028</th>
<th>13-18</th>
<th>18-23</th>
<th>23-28</th>
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<tbody>
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<tr>
<td>Western Europe</td>
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<tr>
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<td>Other Products</td>
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</table>

Source: The Freedom Group

### Table 9-8 | India: E-Commerce Packaging Demand by Product, 2013 – 2028 (million dollars)

<table>
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<tr>
<th>Item</th>
<th>2013</th>
<th>2018</th>
<th>2023</th>
<th>2028</th>
<th>13-18</th>
<th>18-23</th>
<th>23-28</th>
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</thead>
<tbody>
<tr>
<td>Asia-Pacific E-Commerce Packaging Demand (% India)</td>
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<td>India E-Commerce Packaging Demand</td>
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<td>Boxes</td>
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<td>Shrink Film</td>
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</tbody>
</table>

Source: The Freedom Group
Figure 9-8 | India: E-Commerce Packaging Market Key Indicators, 2018

Source: The Freedonia Group

Figure 11-1 | Global E-Commerce Packaging Market Share by Company, 2018 (billion dollars)

Source: The Freedonia Group
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  - Building Materials
  - Building Systems
  - Finish Products
  - Outdoor Products
  - Pipe
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  - Alternative Energy
  - Oilfield Products
  - Petroleum Refining
- Healthcare & Life Sciences
- Industrial Components
- Machinery & Equipment
  - Electrical Equipment
  - Industrial Machinery
  - Off Road Equipment
- Metals, Minerals & Glass
- Packaging
  - Flexible Packaging
  - Food Packaging
  - Rigid Packaging
  - Specialty Packaging
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- Plastics & Other Polymers
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- Services
- Textiles & Nonwovens
- Water Treatment