

The Folding Box Industry Growth Story

Folding boxes offer numerous advantages, and their popularity has soared in recent years. As a result, it's forecast that the North American folding carton packaging market will **grow by almost \$2.7 billion** from 2021 to 2025.

The rise of folding boxes is thanks mainly to the rise of the ecommerce sector in recent years. With so many more people and businesses selling their products online, there's an increased demand for packaging for those products.

Other reasons for the rise in popularity include the reusable nature of folding boxes, which helps meet people's growing expectations for sustainable packaging. The green packaging industry itself is expected to reach **more than \$2 billion** globally in 2022 from \$1.3 billion in 2015. Such figures outline the exciting opportunities for print businesses that get involved in the market.

Regardless of the reasons why the folding box market is growing, it's an industry that offers exciting opportunities for anybody getting involved. Companies that enter the packaging industry are getting involved in a market that looks set to continue expanding for the foreseeable future.

Who Needs Product Packaging?

It's not only ecommerce stores that need to use product packaging. Just about any business that sends products to customers by mail or courier needs good quality packaging to help keep the product safe. Many businesses also have a need for quality product boxes for displaying products in retail stores and promoting their brand.

Good quality packaging can help boost the perceived value of a product and help to make the unboxing experience a memorable one. One survey showed that [approximately 72%](#) of consumers' purchasing decisions are influenced by the product's packaging.

Folding boxes and other types of packaging are typically purchased from print and packaging resellers. The boxes will often complement the reseller's print services, helping them to gain more customers and boost their profits.

Folding boxes can supplement your existing services, helping you acquire new customers and better meet your existing customers' needs. By adding additional value to your services, you will also be helping to maintain customer loyalty, helping you get a steady revenue stream in the medium to long term.

How to Get Involved

The good news is that it's relatively easy to get involved in the industry, especially if you have a wholesale supplier that provides custom printed box products for you to resell. This way, you can start offering these new products without investing in machinery or stock. SinaLite offers wholesale trade printing services that help you gain an advantage over your competition and get established in the folding box market quickly and easily.

By offering printing and packaging services at wholesale prices, SinaLite can reduce your risk and increase your profit margins. Reduced costs also make it easier for you to explore new markets with less risk. With SinaLite, you have a partner with the know-how to help you offer quality folding boxes and other packaging products that will help your business flourish.