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Agricultural Films Market By Material Type (Low-Density Polyethylene (LDPE) , Linear Low-Density Polyethylene (LLDPE) , High-Density Polyethylene (HDPE) , Others) , By Application (Greenhouse Films, Mulch Films, Silage Films) By End-Use (Horticulture, Grain Farming, Animal Husbandry, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2031

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Abstracts

The agricultural films market was valued at $12.8 billion in 2023, and is projected t%li%reach $21.1 billion by 2031, growing at a CAGR of 6.5% from 2024 t%li%2031.

Agricultural film is a biodegradable mulch film that is used t%li%protect crops and plants in open fields or greenhouses throughout their life cycle. These films help t%li%maintain a stable microclimate around the crops t%li%help protect them from adverse weather conditions. They are designed specifically for sustainable food production, as they aid in weed suppression, reduce soil erosion, increase agricultural productivity, and improve soil health.

The growth of the global agricultural films market is majorly driven by surge in need for crop protection from adverse weather conditions such as heavy rainfall, drought, and strong winds. For instance, according t%li%the American Farm Bureau Federation—a 501 tax-exempt agricultural organization— crop losses reached approximately $21 billion in 2023 due t%li%major disasters and unfavorable weather conditions. The National Oceanic and Atmospheric Administration reported that 28 weather disasters struck the U.S. in 2023, each exceeding damages up t%li%$1 billion. In addition, increase in R&D

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efforts t%li%develop more durable agricultural films is expected t%li%notably contribute toward the growth of the global market. For instance, Dow Inc., a materials science company involved in providing a wide range of products and services, including agricultural films, develops agricultural films using polyethylene resins, which have significantly reduced the need for pesticides, herbicides, and chemical fertilizers. This further helps t%li%increase crop productivity through targeted weed, insect, and disease control. However, the availability of low-cost substitutes acts as a key deterrent factor of the global market. One of the primary alternatives is the use of organic mulches, such as straw, wood chips, and compost, which are gaining popularity among farmers, especially those practicing organic farming. Contrarily, organic farming prohibits the application of synthetic nitrogen fertilizers. This often leads t%li%lower yields due t%li%poor nitrogen availability. Moreover, it is difficult t%li%match the optimum level of nitrogen that the crops demand through organic additions. Thus, the only solution t%li%this concern is the use of either polyethylene or biodegradable plastic film mulch. This factor significantly boosts the growth of the agricultural films market. Moreover, multiple benefits associated with agricultural films such as disease and pest management and water saving are expected t%li%offer remunerative opportunities for the expansion of the market during the forecast period. As per the estimates of the Food and Agriculture Organization—a specialized agency of the United Nations that address concerns related t%li%defeat hunger and aims t%li%improves food security—about 40% of food crops are infested with pests and diseases each year. Thus, t%li%overcome this alarming concern, the demand for agricultural films is expected t%li%increase significantly in the coming future.

The agricultural films market is segmented int%li%material type, application, end use, and region. On the basis of material type, the market is divided int%li%low-density polyethylene (LDPE), linear low-density polyethylene (LLDPE), high-density polyethylene (HDPE), and others. Depending on application, it is segregated int%li%greenhouse films, mulch films, and silage films. By end use, it is classified int%li%horticulture, grain farming, animal husbandry, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of material type, the high-density polyethylene (HDPE) segment is expected t%li%remain the largest segment by 2031.

Depending on application, the greenhouse films segment is expected t%li%lead throughout the forecast period.

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By end use, the horticulture is anticipated t%li%dominate the agricultural films market in the coming years.

Region wise, agricultural films are projected t%li%gain high prominence in Asia-Pacific by 2031.

Competition Analysis

Competitive analysis and profiles of the major players in the global agricultural films market include Exxon Mobil Corporation, BASF SE, Berry Global Inc., Dow, RKW Group, Trioworld, Coveris, Plastika Kritis S.A., Armand%li%Alvarez Group, Novamont S.p.A. These players have adopted various key development strategies such as business expansion, new product launches, and partnerships t%li%strengthen their foothold in the competitive market.

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Analysis of raw material in a product (by %)

End user preferences and pain points

Investment Opportunities

Product Benchmarking / Product specification and applications

Upcoming/New Entrant by Regions

Technology Trend Analysis

Market share analysis of players by products/segments

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Patient/epidemiology data at country, region, global level

Regulatory Guidelines

Additional company profiles with specific t%li%client's interest

Additional country or region analysis- market size and forecast

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

List of customers/consumers/raw material suppliers- value chain analysis

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Market share analysis of players at global/region/country level

Volume Market Size and Forecast

Key Market Segments

By Material Type

Low-Density Polyethylene (LDPE)

Linear Low-Density Polyethylene (LLDPE)

High-Density Polyethylene (HDPE)

Others

By Application

Greenhouse Films

Mulch Films

Silage Films

By End-Use

Horticulture

Grain Farming

Animal Husbandry

Others

By Region

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