

Global Polyolefin Shrink Film Market Size study, by Application (Food and Beverages Packaging, Pharmaceutical Packaging, Industrial Packaging, Construction and Building Materials, Consumer Durables Packaging), Product Type, Film Thickness, Closure Type, and Regional Forecasts 2022-2032

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Abstracts

Global Polyolefin Shrink Film Market is valued approximately at USD 3.37 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 4.50% over the forecast period 2024-2032. Polyolefin shrink films have rapidly emerged as a packaging essential in both industrial and commercial domains due to their superior strength, puncture resistance, and clarity. Derived from polyolefins such as polyethylene and polypropylene, these films respond to heat by shrinking snugly around products—offering not just protective enclosure, but also tamper-evidence and branding appeal. As companies across sectors pursue operational efficiency, reduced packaging waste, and shelf appeal, polyolefin shrink films are proving to be a critical asset in advanced packaging solutions.

Growth in the polyolefin shrink film market is being fueled by a marked surge in demand from the food and beverage industry, where safety, hygiene, and visibility are paramount. Furthermore, pharmaceutical manufacturers are embracing these films for unit dose packaging and bundling due to regulatory compliance and tamper-proofing benefits. Increasing adoption in e-commerce, home care, and personal care packaging is also accelerating traction. Meanwhile, the rise in demand for environmentally sound packaging materials is inspiring innovation in recyclable and thinner gauge films—reducing both cost and carbon footprint without compromising on performance.

Nevertheless, the market encounters certain obstacles, particularly from fluctuating raw material prices and the growing scrutiny of single-use plastics. Manufacturers are countering these challenges by investing in bio-based polyolefins, downgauging strategies, and the incorporation of multi-layer technology that enhances mechanical properties while minimizing material use. Additionally, the shift toward automated high-speed packaging lines has prompted the development of films with high shrink rates and lower sealing temperatures, optimizing throughput for modern supply chains.

Strategic partnerships and vertical integration initiatives are reshaping the competitive landscape. Players are collaborating across the packaging value chain—from resin suppliers to machinery manufacturers—to ensure seamless system compatibility and performance. Meanwhile, digital packaging platforms and customization technologies are offering brands the ability to tailor film characteristics for specific applications, ranging from shrink sleeves with 360-degree branding to industrial multipacks for warehousing efficiency.

Regionally, Asia Pacific leads the global market owing to its vast consumer goods manufacturing base, rising urbanization, and the expansion of organized retail. China and India, in particular, are witnessing an upswing in automated packaging demand and FMCG consumption. North America and Europe are investing in sustainable shrink films as part of their circular economy goals, with stringent environmental mandates encouraging recyclable packaging options. Latin America and the Middle East & Africa are following suit, bolstered by infrastructural development and increased adoption in food logistics and pharmaceuticals.

Major market player included in this report are:

Berry Global Inc.

Sealed Air Corporation

ExxonMobil Chemical Company

Coveris Holdings S.A.

LyondellBasell Industries Holdings B.V.

SABIC

Winpak Ltd.

Intertape Polymer Group Inc.

Sigma Plastics Group

Polyplex Corporation Ltd.

Bollor? Group

Kureha Corporation

Bonset America Corporation

Clysar, LLC

Syfan USA

The detailed segments and sub-segment of the market are explained below:

By Application

Food and Beverages Packaging

Pharmaceutical Packaging

Industrial Packaging

Construction and Building Materials

Consumer Durables Packaging

By Product Type

Polypropylene (PP)

Polyethylene (PE)

Ethylene Vinyl Acetate (EVA)

Polyamide (PA)

Polyethylene Terephthalate (PET)

By Film Thickness

Below 25 microns

25–50 microns

50–100 microns

Above 100 microns

By Closure Type

Heat Sealed

Cold Sealed

Impulse Sealed

Ultrasonic Sealed

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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