

# **Global Shrink Plastic Film Market Size study by Type ( Unprinted, Printed), by Multipack (3X2, 4X2, 4X3, 6X3, Other), by Application Packaging ( Can, Bottle, Brick), By Application ( Alcoholic beverages, Water, Carbonated Soft drinks, Other drinks) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Shrink Plastic Film Market is valued approximately at USD 2.4 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 3.5% over the forecast period 2020-2027. Shrink plastic film is composed of synthetic film made from silicone. The product is coated with plastic and heat is applied to the material, which shrinks closely around the object it contains. The shrink plastic film is used mainly for food packaging, packing, and bottling. The plastic shrink film contains polyolefin, PVC, polyethylene, polypropylene, and many other compositions. Polyolefin is a preferred plastic film used for coating and wrapping due to its chemical and physical characteristics such as affordability, range of thicknesses, transparency, strengths and shrinkage ratio to shrink plastic film made from other materials. Rising demand from the food and beverage industry due to its different applicability to the industry is one of the prominent factor contributing towards the market growth. However, the availability of alternative plastic materials may be a major constraining factor for the growth of the global plastic film shrink market. Apart from this, the key players of global Shrink Plastic Film market have adopted various strategies to gain competitive advantage including product launch, mergers and acquisition, partnerships and agreements, investment, funding and others. For instance, in February 2020, Coveris Holdings SA (Austria) is expanding its capacity and investing further in its Kufstein plant. The company plans to expand and upgrade its technical capabilities in Kufstein, Austria, by investing in a 5-layer agri-extrusion specialist line. In June 2019, Amcor Plc (Switzerland) purchased

Bemis Company Inc. (US) to enhance its hold on the US market.

The regional analysis of global Shrink Plastic Film market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to presence of a number of consumer goods manufacturing companies. Whereas, Asia-Pacific is anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rapidly growing industrialization and demand for packaging material such as shrink plastic film and increase in the purchasing capacity, would create lucrative growth prospects for the Shrink Plastic Film market across Asia-Pacific region.

Major market player included in this report are:

Ancor Plc  
Coveris Holdings Sa  
Ceisa Semo  
Clondalkin Group  
RKW Group  
Berry Global Inc  
Plastotecnica SpA  
Clearpack group  
Sarkina  
Baroda Packaging

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Unprinted  
Printed

By Multipack:

3X2  
4X2

4X3

6X3

Other

By Application Packaging:

Can

Bottle

Brick

By Application:

Alcoholic beverages

Water

Carbonated Soft drinks

Other drinks

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Shrink Plastic Film Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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Coveris Holdings Sa  
Ceisa Semo  
Clondalkin Group  
RKW Group  
Berry Global Inc  
Plastotecnica SpA  
Clearpack group  
Sarkina  
Baroda Packaging

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