

Global Wrapping Paper Market Size Study & Forecast, by Material (Paper, Foil, Plastic, Fabric), by Application (Gifts, Packaging, Decorations, Crafts), by Design (Seasonal, Patterned, Solid Color, Custom Printed), by Sustainability (Recyclable, Compostable, Biodegradable, Reusable) and Regional Forecasts 2025-2035

<https://marketpublishers.com/r/G4C3565FAD08EN.html>

Date: January 2026

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: G4C3565FAD08EN

Abstracts

The Global Wrapping Paper Market is valued at approximately USD 5.308 billion in 2024 and is projected to rise steadily at a CAGR of 2.56% throughout 2025-2035. Wrapping paper, long associated with celebrations and seasonal gifting, has evolved into a vital component of the global packaging ecosystem. Beyond its decorative purpose, it increasingly functions as a branding medium for retailers, a creative expression tool for consumers, and a sustainable alternative to plastic-based packaging. The market has been propelled by rising gifting cultures, the booming e-commerce sector, and growing demand for aesthetically refined packaging. Moreover, the shift toward eco-friendly paper-based solutions continues to influence purchasing choices, encouraging manufacturers to innovate with recyclable fibers, plant-based inks, and biodegradable coatings.

As global consumer behavior tilts toward personalization and sustainable consumption, the wrapping paper industry has undergone a transformation. E-commerce-driven sales spikes—particularly during festive seasons—have amplified the use of premium, themed, and customizable wrapping papers. The proliferation of small businesses and home-based entrepreneurs, who rely heavily on visually appealing packaging for brand differentiation, has invigorated the industry. At the same time, environmental concerns surrounding plastic and metallic laminated alternatives have prompted a strong pivot

toward greener substrates. Despite economic fluctuations and raw material cost volatility challenging manufacturers, the rising integration of digital printing technologies and the trend of curated packaging experiences continue to unlock new pathways for market expansion.

The detailed segments and sub-segments included in the report are:

By Material:

Paper

Foil

Plastic

Fabric

By Application:

Gifts

Packaging

Decorations

Crafts

By Design:

Seasonal

Patterned

Solid Color

Custom Printed

By Sustainability:

Recyclable

Compostable

Biodegradable

Reusable

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

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Paper-Based Wrapping Material is Expected to Dominate the Market

Among all materials, paper remains the most widely used and fastest-adopted wrapping medium. Its dominance stems from its affordability, versatility, and expanding acceptance as an environmentally responsible alternative. As consumers gravitate toward recyclable and biodegradable solutions, paper continues to strengthen its foothold across both commercial and household applications. Its ability to accommodate premium textures, advanced printing techniques, and diverse thematic designs further fuels its widespread appeal. While foil and fabric mediums cater to niche luxury segments, paper stands as the indispensable choice across global markets,

underpinned by its strong alignment with sustainability-focused consumption patterns.

Seasonal Designs Lead in Revenue Contribution

Seasonal wrapping paper—encompassing holiday, festival, and event-driven themes—currently generates the highest revenue share. This category’s performance is fueled by recurring global celebrations, particularly Christmas, New Year, Easter, and regional festivals, which trigger substantial demand surges. Seasonal designs benefit from high-volume bulk purchases by retailers, corporate gifting programs, and e-commerce marketplaces. Although custom-printed and patterned designs are expanding rapidly due to personalization trends, seasonal variants continue to command the largest revenue slice owing to their predictable cyclical demand, strong emotional appeal, and broad consumer resonance.

Across regions, North America dominated the market in 2025, backed by a strong gifting tradition, mature retail infrastructure, and high per-capita consumer spending on seasonal celebrations. The region’s brands and retailers have increasingly embraced premium, themed, and sustainable wrapping solutions, strengthening the market’s revenue profile. Meanwhile, Asia Pacific stands out as the fastest-growing region, fueled by its rapidly expanding middle-class population, rising disposable income, and the growing influence of Western gifting culture. Countries such as China, Japan, and India have seen a notable surge in festive season sales, wedding-related gifting, and decorative crafts—all of which intensify wrapping paper consumption. Europe maintains steady growth supported by stringent sustainability regulations and a well-established market for premium, artisanal wrapping options. Latin America and the Middle East & Africa continue to progress gradually as modern retail expands and cultural gifting events evolve.

Major market players included in this report are:

Hallmark Cards, Inc.

International Paper Company

Mondi Group

Smurfit Kappa Group

Nippon Paper Industries

Stora Enso

American Greetings Corporation

IG Design Group

Cleverpack

Artwrap

Prime Source

Huhtamaki

Renz Packaging

HSA Paper

Deva Designs

Global Wrapping Paper Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

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

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the 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 the competitive structure of the market.

Demand side and supply side analysis of the market.

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