

Global Wrapping Tissue Market Size Study, By Product (Virgin Pulp, De-inked Pulp, Mixed Pulp), By Application (Commercial, Residential), By Distribution Channel (Offline, Online), and Regional Forecasts 2024-2032

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Abstracts

The Global Wrapping Tissue Market was valued at USD 1.47 billion in 2023 and is anticipated to expand at a CAGR of 3.9% from 2024 to 2032, reaching approximately USD 1.93 billion by the end of the forecast period. The increasing demand for sustainable packaging solutions, driven by eco-conscious consumer behavior and growing e-commerce activities, is fueling market growth. Wrapping tissue, widely used for protective and decorative purposes in retail, food packaging, gifting, and e-commerce, has gained significant traction due to its biodegradability and premium appeal.

The rise of personalized and luxury packaging has further amplified the demand for high-quality wrapping tissues with innovative textures, designs, and finishes. Retailers, brands, and businesses are investing in visually appealing and environmentally responsible packaging solutions, accelerating the adoption of recycled and de-inked wrapping tissue variants. The expansion of small and medium-sized enterprises (SMEs), home-based businesses, and independent sellers on digital platforms is also fostering market expansion.

Technological advancements in biodegradable printing inks, water-resistant coatings, and lightweight yet durable wrapping materials are enhancing product innovation. Brands are focusing on cost-effective and compostable alternatives to plastic-based wrapping solutions to align with global sustainability regulations. Moreover, the rising influence of social media and influencer marketing in unboxing experiences is boosting



consumer preference for premium and aesthetically pleasing wrapping tissues.

Regionally, North America dominates the market, accounting for the largest revenue share in 2023, driven by strong retail infrastructure, high disposable income, and a well-established e-commerce ecosystem. Meanwhile, Europe is rapidly emerging as a key market, supported by strict sustainability mandates and a growing emphasis on plastic-free packaging. The Asia Pacific region is expected to register the fastest growth, attributed to rising urbanization, increasing online retail penetration, and a growing demand for luxury and gift packaging solutions in markets like China, India, and Japan.

Major Market Players Included in This Report Are:



Ranpak Holdings Corp.



Eco-Products, Inc. The Detailed Segments and Sub-Segments of the Market Are Explained Below: By Product: Virgin Pulp De-inked Pulp Mixed Pulp By Application: Commercial Residential By Distribution Channel: Offline Online By Region: North America: U.S. Canada

Mexico



Europe: Germany U.K. France Italy Spain Rest of Europe Asia Pacific: China Japan India Australia & New Zealand South Korea Rest of Asia Pacific Latin America: Brazil Mexico Rest of Latin America



Middle East & Africa:	
	South Africa
	Saudi Arabia
	UAE
	Rest of MEA
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 the geographical landscape with country-level insights
	Competitive landscape with major players in the market
	Analysis of key business strategies and recommendations for future market approaches
	Competitive structure analysis of the market
	Demand-side and supply-side analysis of the market



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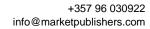
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