

# **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:

Flower City Tissue Mills Co.

Innovative Packaging Group, Inc.

MPI PAPERMILLS Inc.

Seaman Paper Co.

Shah Paperplast Industries Ltd.

Twin Rivers Paper Company

NASHVILLE WRAPS

Sakura Packaging Private Limited

Janhavi Enterprises

I.M.A. Industria Macchine Automatiche S.p.A.

Orlandi Inc.

Mondi Plc

DS Smith

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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