

Global Flower Wrapping Materials Market Research Report 2025(Status and Outlook)

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Abstracts

Flower wrapping materials encompass a diverse range of products designed for the presentation, protection, and aesthetic enhancement of floral arrangements, including but not limited to wrapping papers (such as kraft, tissue, and decorative printed varieties), cellophane and other transparent films, fabric wraps like burlap or organza, ribbons and bows, sleeves and cones, as well as complementary accessories like decorative nets, filler materials, and moisture-retaining substrates; these materials serve both functional purposes?such as preserving flower freshness, providing structural support, and simplifying transport?and marketing-driven roles by elevating visual appeal, reinforcing brand identity for florists, and catering to seasonal or thematic consumer demand across retail, events, and gifting contexts.

The global Flower Wrapping Materials market size was estimated at USD 320.5 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 4.25% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Flower Wrapping Materials market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Flower Wrapping Materials market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Flower Wrapping Materials market.

Global Flower Wrapping Materials Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Avery Dennison
Cosmo Films
Mondi North America
Irplast S.p.A.
Mactac Performance Adhesives Group
Innovia Films
Jindal Films
Taghleef Industries
Toray
Polibak
Stenta Films
China Flexible Packaging Group

Gettel Group
FuRong Technology
Xiaoshan Huayi
Kinlead Packaging
Jiangsu Shukang
Decro
FSPG

Market Segmentation (by Type)

Flower Wrapping Film
Flower Wrapping Paper

Market Segmentation (by Application)

Printed Packaging
Non-printed Packaging

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Flower Wrapping Materials Market
Overview of the regional outlook of the Flower Wrapping Materials Market:

Customization of the Report

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Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Flower Wrapping Materials Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Flower Wrapping Materials, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth

as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Flower Wrapping Materials

1.2 Key Market Segments

1.2.1 Flower Wrapping Materials Segment by Type

1.2.2 Flower Wrapping Materials Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 FLOWER WRAPPING MATERIALS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Flower Wrapping Materials Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Flower Wrapping Materials Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 FLOWER WRAPPING MATERIALS MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Flower Wrapping Materials Product Life Cycle

3.3 Global Flower Wrapping Materials Sales by Manufacturers (2020-2025)

3.4 Global Flower Wrapping Materials Revenue Market Share by Manufacturers (2020-2025)

3.5 Flower Wrapping Materials Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Flower Wrapping Materials Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Flower Wrapping Materials Market Competitive Situation and Trends

3.8.1 Flower Wrapping Materials Market Concentration Rate

3.8.2 Global 5 and 10 Largest Flower Wrapping Materials Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 FLOWER WRAPPING MATERIALS INDUSTRY CHAIN ANALYSIS

4.1 Flower Wrapping Materials Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF FLOWER WRAPPING MATERIALS MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Flower Wrapping Materials Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to Flower Wrapping Materials Market

5.7 ESG Ratings of Leading Companies

6 FLOWER WRAPPING MATERIALS MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Flower Wrapping Materials Sales Market Share by Type (2020-2025)

6.3 Global Flower Wrapping Materials Market Size Market Share by Type (2020-2025)

6.4 Global Flower Wrapping Materials Price by Type (2020-2025)

7 FLOWER WRAPPING MATERIALS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Flower Wrapping Materials Market Sales by Application (2020-2025)
- 7.3 Global Flower Wrapping Materials Market Size (M USD) by Application (2020-2025)
- 7.4 Global Flower Wrapping Materials Sales Growth Rate by Application (2020-2025)

8 FLOWER WRAPPING MATERIALS MARKET SALES BY REGION

- 8.1 Global Flower Wrapping Materials Sales by Region
 - 8.1.1 Global Flower Wrapping Materials Sales by Region
 - 8.1.2 Global Flower Wrapping Materials Sales Market Share by Region
- 8.2 Global Flower Wrapping Materials Market Size by Region
 - 8.2.1 Global Flower Wrapping Materials Market Size by Region
 - 8.2.2 Global Flower Wrapping Materials Market Size Market Share by Region
- 8.3 North America
 - 8.3.1 North America Flower Wrapping Materials Sales by Country
 - 8.3.2 North America Flower Wrapping Materials Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe Flower Wrapping Materials Sales by Country
 - 8.4.2 Europe Flower Wrapping Materials Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific Flower Wrapping Materials Sales by Region
 - 8.5.2 Asia Pacific Flower Wrapping Materials Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview
 - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America Flower Wrapping Materials Sales by Country
 - 8.6.2 South America Flower Wrapping Materials Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Flower Wrapping Materials Sales by Region

8.7.2 Middle East and Africa Flower Wrapping Materials Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 FLOWER WRAPPING MATERIALS MARKET PRODUCTION BY REGION

9.1 Global Production of Flower Wrapping Materials by Region(2020-2025)

9.2 Global Flower Wrapping Materials Revenue Market Share by Region (2020-2025)

9.3 Global Flower Wrapping Materials Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Flower Wrapping Materials Production

9.4.1 North America Flower Wrapping Materials Production Growth Rate (2020-2025)

9.4.2 North America Flower Wrapping Materials Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Flower Wrapping Materials Production

9.5.1 Europe Flower Wrapping Materials Production Growth Rate (2020-2025)

9.5.2 Europe Flower Wrapping Materials Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Flower Wrapping Materials Production (2020-2025)

9.6.1 Japan Flower Wrapping Materials Production Growth Rate (2020-2025)

9.6.2 Japan Flower Wrapping Materials Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Flower Wrapping Materials Production (2020-2025)

9.7.1 China Flower Wrapping Materials Production Growth Rate (2020-2025)

9.7.2 China Flower Wrapping Materials Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Avery Dennison

10.1.1 Avery Dennison Basic Information

- 10.1.2 Avery Dennison Flower Wrapping Materials Product Overview
- 10.1.3 Avery Dennison Flower Wrapping Materials Product Market Performance
- 10.1.4 Avery Dennison Business Overview
- 10.1.5 Avery Dennison SWOT Analysis
- 10.1.6 Avery Dennison Recent Developments
- 10.2 Cosmo Films
 - 10.2.1 Cosmo Films Basic Information
 - 10.2.2 Cosmo Films Flower Wrapping Materials Product Overview
 - 10.2.3 Cosmo Films Flower Wrapping Materials Product Market Performance
 - 10.2.4 Cosmo Films Business Overview
 - 10.2.5 Cosmo Films SWOT Analysis
 - 10.2.6 Cosmo Films Recent Developments
- 10.3 Mondi North America
 - 10.3.1 Mondi North America Basic Information
 - 10.3.2 Mondi North America Flower Wrapping Materials Product Overview
 - 10.3.3 Mondi North America Flower Wrapping Materials Product Market Performance
 - 10.3.4 Mondi North America Business Overview
 - 10.3.5 Mondi North America SWOT Analysis
 - 10.3.6 Mondi North America Recent Developments
- 10.4 Irplast S.p.A.
 - 10.4.1 Irplast S.p.A. Basic Information
 - 10.4.2 Irplast S.p.A. Flower Wrapping Materials Product Overview
 - 10.4.3 Irplast S.p.A. Flower Wrapping Materials Product Market Performance
 - 10.4.4 Irplast S.p.A. Business Overview
 - 10.4.5 Irplast S.p.A. Recent Developments
- 10.5 Mactac Performance Adhesives Group
 - 10.5.1 Mactac Performance Adhesives Group Basic Information
 - 10.5.2 Mactac Performance Adhesives Group Flower Wrapping Materials Product Overview
 - 10.5.3 Mactac Performance Adhesives Group Flower Wrapping Materials Product Market Performance
 - 10.5.4 Mactac Performance Adhesives Group Business Overview
 - 10.5.5 Mactac Performance Adhesives Group Recent Developments
- 10.6 Innovia Films
 - 10.6.1 Innovia Films Basic Information
 - 10.6.2 Innovia Films Flower Wrapping Materials Product Overview
 - 10.6.3 Innovia Films Flower Wrapping Materials Product Market Performance
 - 10.6.4 Innovia Films Business Overview
 - 10.6.5 Innovia Films Recent Developments

10.7 Jindal Films

10.7.1 Jindal Films Basic Information

10.7.2 Jindal Films Flower Wrapping Materials Product Overview

10.7.3 Jindal Films Flower Wrapping Materials Product Market Performance

10.7.4 Jindal Films Business Overview

10.7.5 Jindal Films Recent Developments

10.8 Taghleef Industries

10.8.1 Taghleef Industries Basic Information

10.8.2 Taghleef Industries Flower Wrapping Materials Product Overview

10.8.3 Taghleef Industries Flower Wrapping Materials Product Market Performance

10.8.4 Taghleef Industries Business Overview

10.8.5 Taghleef Industries Recent Developments

10.9 Toray

10.9.1 Toray Basic Information

10.9.2 Toray Flower Wrapping Materials Product Overview

10.9.3 Toray Flower Wrapping Materials Product Market Performance

10.9.4 Toray Business Overview

10.9.5 Toray Recent Developments

10.10 Polibak

10.10.1 Polibak Basic Information

10.10.2 Polibak Flower Wrapping Materials Product Overview

10.10.3 Polibak Flower Wrapping Materials Product Market Performance

10.10.4 Polibak Business Overview

10.10.5 Polibak Recent Developments

10.11 Stenta Films

10.11.1 Stenta Films Basic Information

10.11.2 Stenta Films Flower Wrapping Materials Product Overview

10.11.3 Stenta Films Flower Wrapping Materials Product Market Performance

10.11.4 Stenta Films Business Overview

10.11.5 Stenta Films Recent Developments

10.12 China Flexible Packaging Group

10.12.1 China Flexible Packaging Group Basic Information

10.12.2 China Flexible Packaging Group Flower Wrapping Materials Product Overview

10.12.3 China Flexible Packaging Group Flower Wrapping Materials Product Market Performance

10.12.4 China Flexible Packaging Group Business Overview

10.12.5 China Flexible Packaging Group Recent Developments

10.13 Gettel Group

10.13.1 Gettel Group Basic Information

- 10.13.2 Gettel Group Flower Wrapping Materials Product Overview
- 10.13.3 Gettel Group Flower Wrapping Materials Product Market Performance
- 10.13.4 Gettel Group Business Overview
- 10.13.5 Gettel Group Recent Developments
- 10.14 FuRong Technology
 - 10.14.1 FuRong Technology Basic Information
 - 10.14.2 FuRong Technology Flower Wrapping Materials Product Overview
 - 10.14.3 FuRong Technology Flower Wrapping Materials Product Market Performance
 - 10.14.4 FuRong Technology Business Overview
 - 10.14.5 FuRong Technology Recent Developments
- 10.15 Xiaoshan Huayi
 - 10.15.1 Xiaoshan Huayi Basic Information
 - 10.15.2 Xiaoshan Huayi Flower Wrapping Materials Product Overview
 - 10.15.3 Xiaoshan Huayi Flower Wrapping Materials Product Market Performance
 - 10.15.4 Xiaoshan Huayi Business Overview
 - 10.15.5 Xiaoshan Huayi Recent Developments
- 10.16 Kinlead Packaging
 - 10.16.1 Kinlead Packaging Basic Information
 - 10.16.2 Kinlead Packaging Flower Wrapping Materials Product Overview
 - 10.16.3 Kinlead Packaging Flower Wrapping Materials Product Market Performance
 - 10.16.4 Kinlead Packaging Business Overview
 - 10.16.5 Kinlead Packaging Recent Developments
- 10.17 Jiangsu Shukang
 - 10.17.1 Jiangsu Shukang Basic Information
 - 10.17.2 Jiangsu Shukang Flower Wrapping Materials Product Overview
 - 10.17.3 Jiangsu Shukang Flower Wrapping Materials Product Market Performance
 - 10.17.4 Jiangsu Shukang Business Overview
 - 10.17.5 Jiangsu Shukang Recent Developments
- 10.18 Decro
 - 10.18.1 Decro Basic Information
 - 10.18.2 Decro Flower Wrapping Materials Product Overview
 - 10.18.3 Decro Flower Wrapping Materials Product Market Performance
 - 10.18.4 Decro Business Overview
 - 10.18.5 Decro Recent Developments
- 10.19 FSPG
 - 10.19.1 FSPG Basic Information
 - 10.19.2 FSPG Flower Wrapping Materials Product Overview
 - 10.19.3 FSPG Flower Wrapping Materials Product Market Performance
 - 10.19.4 FSPG Business Overview

10.19.5 FSPG Recent Developments

11 FLOWER WRAPPING MATERIALS MARKET FORECAST BY REGION

11.1 Global Flower Wrapping Materials Market Size Forecast

11.2 Global Flower Wrapping Materials Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Flower Wrapping Materials Market Size Forecast by Country

11.2.3 Asia Pacific Flower Wrapping Materials Market Size Forecast by Region

11.2.4 South America Flower Wrapping Materials Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Flower Wrapping Materials by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

12.1 Global Flower Wrapping Materials Market Forecast by Type (2026-2033)

12.1.1 Global Forecasted Sales of Flower Wrapping Materials by Type (2026-2033)

12.1.2 Global Flower Wrapping Materials Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of Flower Wrapping Materials by Type (2026-2033)

12.2 Global Flower Wrapping Materials Market Forecast by Application (2026-2033)

12.2.1 Global Flower Wrapping Materials Sales (K MT) Forecast by Application

12.2.2 Global Flower Wrapping Materials Market Size (M USD) Forecast by Application (2026-2033)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Flower Wrapping Materials Market Size Comparison by Region (M USD)

Table 5. Global Flower Wrapping Materials Sales (K MT) by Manufacturers (2020-2025)

Table 6. Global Flower Wrapping Materials Sales Market Share by Manufacturers (2020-2025)

Table 7. Global Flower Wrapping Materials Revenue (M USD) by Manufacturers (2020-2025)

Table 8. Global Flower Wrapping Materials Revenue Share by Manufacturers (2020-2025)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Flower Wrapping Materials as of 2024)

Table 10. Global Market Flower Wrapping Materials Average Price (USD/KG) of Key Manufacturers (2020-2025)

Table 11. Manufacturers? Manufacturing Sites, Areas Served

Table 12. Manufacturers? Product Type

Table 13. Global Flower Wrapping Materials Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Market Overview of Key Raw Materials

Table 16. Midstream Market Analysis

Table 17. Downstream Customer Analysis

Table 18. Key Development Trends

Table 19. Driving Factors

Table 20. Flower Wrapping Materials Market Challenges

Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 25. Global Flower Wrapping Materials Sales by Type (K MT)

Table 26. Global Flower Wrapping Materials Market Size by Type (M USD)

Table 27. Global Flower Wrapping Materials Sales (K MT) by Type (2020-2025)

Table 28. Global Flower Wrapping Materials Sales Market Share by Type (2020-2025)

Table 29. Global Flower Wrapping Materials Market Size (M USD) by Type (2020-2025)

Table 30. Global Flower Wrapping Materials Market Size Share by Type (2020-2025)

Table 31. Global Flower Wrapping Materials Price (USD/KG) by Type (2020-2025)

Table 32. Global Flower Wrapping Materials Sales (K MT) by Application

Table 33. Global Flower Wrapping Materials Market Size by Application

Table 34. Global Flower Wrapping Materials Sales by Application (2020-2025) & (K MT)

Table 35. Global Flower Wrapping Materials Sales Market Share by Application (2020-2025)

Table 36. Global Flower Wrapping Materials Market Size by Application (2020-2025) & (M USD)

Table 37. Global Flower Wrapping Materials Market Share by Application (2020-2025)

Table 38. Global Flower Wrapping Materials Sales Growth Rate by Application (2020-2025)

Table 39. Global Flower Wrapping Materials Sales by Region (2020-2025) & (K MT)

Table 40. Global Flower Wrapping Materials Sales Market Share by Region (2020-2025)

Table 41. Global Flower Wrapping Materials Market Size by Region (2020-2025) & (M USD)

Table 42. Global Flower Wrapping Materials Market Size Market Share by Region (2020-2025)

Table 43. North America Flower Wrapping Materials Sales by Country (2020-2025) & (K MT)

Table 44. North America Flower Wrapping Materials Market Size by Country (2020-2025) & (M USD)

Table 45. Europe Flower Wrapping Materials Sales by Country (2020-2025) & (K MT)

Table 46. Europe Flower Wrapping Materials Market Size by Country (2020-2025) & (M USD)

Table 47. Asia Pacific Flower Wrapping Materials Sales by Region (2020-2025) & (K MT)

Table 48. Asia Pacific Flower Wrapping Materials Market Size by Region (2020-2025) & (M USD)

Table 49. South America Flower Wrapping Materials Sales by Country (2020-2025) & (K MT)

Table 50. South America Flower Wrapping Materials Market Size by Country (2020-2025) & (M USD)

Table 51. Middle East and Africa Flower Wrapping Materials Sales by Region (2020-2025) & (K MT)

Table 52. Middle East and Africa Flower Wrapping Materials Market Size by Region (2020-2025) & (M USD)

Table 53. Global Flower Wrapping Materials Production (K MT) by Region(2020-2025)

Table 54. Global Flower Wrapping Materials Revenue (US\$ Million) by Region
(2020-2025)

Table 55. Global Flower Wrapping Materials Revenue Market Share by Region
(2020-2025)

Table 56. Global Flower Wrapping Materials Production (K MT), Revenue (US\$ Million),
Price (USD/KG) and Gross Margin (2020-2025)

Table 57. North America Flower Wrapping Materials Production (K MT), Revenue (US\$
Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 58. Europe Flower Wrapping Materials Production (K MT), Revenue (US\$
Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 59. Japan Flower Wrapping Materials Production (K MT), Revenue (US\$ Million),
Price (USD/KG) and Gross Margin (2020-2025)

Table 60. China Flower Wrapping Materials Production (K MT), Revenue (US\$ Million),
Price (USD/KG) and Gross Margin (2020-2025)

Table 61. Avery Dennison Basic Information

Table 62. Avery Dennison Flower Wrapping Materials Product Overview

Table 63. Avery Dennison Flower Wrapping Materials Sales (K MT), Revenue (M USD),
Price (USD/KG) and Gross Margin (2020-2025)

Table 64. Avery Dennison Business Overview

Table 65. Avery Dennison SWOT Analysis

Table 66. Avery Dennison Recent Developments

Table 67. Cosmo Films Basic Information

Table 68. Cosmo Films Flower Wrapping Materials Product Overview

Table 69. Cosmo Films Flower Wrapping Materials Sales (K MT), Revenue (M USD),
Price (USD/KG) and Gross Margin (2020-2025)

Table 70. Cosmo Films Business Overview

Table 71. Cosmo Films SWOT Analysis

Table 72. Cosmo Films Recent Developments

Table 73. Mondi North America Basic Information

Table 74. Mondi North America Flower Wrapping Materials Product Overview

Table 75. Mondi North America Flower Wrapping Materials Sales (K MT), Revenue (M
USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 76. Mondi North America Business Overview

Table 77. Mondi North America SWOT Analysis

Table 78. Mondi North America Recent Developments

Table 79. Irplast S.p.A. Basic Information

Table 80. Irplast S.p.A. Flower Wrapping Materials Product Overview

Table 81. Irplast S.p.A. Flower Wrapping Materials Sales (K MT), Revenue (M USD),

Price (USD/KG) and Gross Margin (2020-2025)

Table 82. Irplast S.p.A. Business Overview

Table 83. Irplast S.p.A. Recent Developments

Table 84. Mactac Performance Adhesives Group Basic Information

Table 85. Mactac Performance Adhesives Group Flower Wrapping Materials Product Overview

Table 86. Mactac Performance Adhesives Group Flower Wrapping Materials Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 87. Mactac Performance Adhesives Group Business Overview

Table 88. Mactac Performance Adhesives Group Recent Developments

Table 89. Innovia Films Basic Information

Table 90. Innovia Films Flower Wrapping Materials Product Overview

Table 91. Innovia Films Flower Wrapping Materials Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 92. Innovia Films Business Overview

Table 93. Innovia Films Recent Developments

Table 94. Jindal Films Basic Information

Table 95. Jindal Films Flower Wrapping Materials Product Overview

Table 96. Jindal Films Flower Wrapping Materials Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 97. Jindal Films Business Overview

Table 98. Jindal Films Recent Developments

Table 99. Taghleef Industries Basic Information

Table 100. Taghleef Industries Flower Wrapping Materials Product Overview

Table 101. Taghleef Industries Flower Wrapping Materials Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 102. Taghleef Industries Business Overview

Table 103. Taghleef Industries Recent Developments

Table 104. Toray Basic Information

Table 105. Toray Flower Wrapping Materials Product Overview

Table 106. Toray Flower Wrapping Materials Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 107. Toray Business Overview

Table 108. Toray Recent Developments

Table 109. Polibak Basic Information

Table 110. Polibak Flower Wrapping Materials Product Overview

Table 111. Polibak Flower Wrapping Materials Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 112. Polibak Business Overview

Table 113. Polibak Recent Developments
Table 114. Stenta Films Basic Information
Table 115. Stenta Films Flower Wrapping Materials Product Overview
Table 116. Stenta Films Flower Wrapping Materials Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 117. Stenta Films Business Overview
Table 118. Stenta Films Recent Developments
Table 119. China Flexible Packaging Group Basic Information
Table 120. China Flexible Packaging Group Flower Wrapping Materials Product Overview
Table 121. China Flexible Packaging Group Flower Wrapping Materials Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 122. China Flexible Packaging Group Business Overview
Table 123. China Flexible Packaging Group Recent Developments
Table 124. Gettel Group Basic Information
Table 125. Gettel Group Flower Wrapping Materials Product Overview
Table 126. Gettel Group Flower Wrapping Materials Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 127. Gettel Group Business Overview
Table 128. Gettel Group Recent Developments
Table 129. FuRong Technology Basic Information
Table 130. FuRong Technology Flower Wrapping Materials Product Overview
Table 131. FuRong Technology Flower Wrapping Materials Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 132. FuRong Technology Business Overview
Table 133. FuRong Technology Recent Developments
Table 134. Xiaoshan Huayi Basic Information
Table 135. Xiaoshan Huayi Flower Wrapping Materials Product Overview
Table 136. Xiaoshan Huayi Flower Wrapping Materials Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 137. Xiaoshan Huayi Business Overview
Table 138. Xiaoshan Huayi Recent Developments
Table 139. Kinlead Packaging Basic Information
Table 140. Kinlead Packaging Flower Wrapping Materials Product Overview
Table 141. Kinlead Packaging Flower Wrapping Materials Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 142. Kinlead Packaging Business Overview
Table 143. Kinlead Packaging Recent Developments
Table 144. Jiangsu Shukang Basic Information

Table 145. Jiangsu Shukang Flower Wrapping Materials Product Overview

Table 146. Jiangsu Shukang Flower Wrapping Materials Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 147. Jiangsu Shukang Business Overview

Table 148. Jiangsu Shukang Recent Developments

Table 149. Decro Basic Information

Table 150. Decro Flower Wrapping Materials Product Overview

Table 151. Decro Flower Wrapping Materials Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 152. Decro Business Overview

Table 153. Decro Recent Developments

Table 154. FSPG Basic Information

Table 155. FSPG Flower Wrapping Materials Product Overview

Table 156. FSPG Flower Wrapping Materials Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 157. FSPG Business Overview

Table 158. FSPG Recent Developments

Table 159. Global Flower Wrapping Materials Sales Forecast by Region (2026-2033) & (K MT)

Table 160. Global Flower Wrapping Materials Market Size Forecast by Region (2026-2033) & (M USD)

Table 161. North America Flower Wrapping Materials Sales Forecast by Country (2026-2033) & (K MT)

Table 162. North America Flower Wrapping Materials Market Size Forecast by Country (2026-2033) & (M USD)

Table 163. Europe Flower Wrapping Materials Sales Forecast by Country (2026-2033) & (K MT)

Table 164. Europe Flower Wrapping Materials Market Size Forecast by Country (2026-2033) & (M USD)

Table 165. Asia Pacific Flower Wrapping Materials Sales Forecast by Region (2026-2033) & (K MT)

Table 166. Asia Pacific Flower Wrapping Materials Market Size Forecast by Region (2026-2033) & (M USD)

Table 167. South America Flower Wrapping Materials Sales Forecast by Country (2026-2033) & (K MT)

Table 168. South America Flower Wrapping Materials Market Size Forecast by Country (2026-2033) & (M USD)

Table 169. Middle East and Africa Flower Wrapping Materials Sales Forecast by Country (2026-2033) & (Units)

Table 170. Middle East and Africa Flower Wrapping Materials Market Size Forecast by Country (2026-2033) & (M USD)

Table 171. Global Flower Wrapping Materials Sales Forecast by Type (2026-2033) & (K MT)

Table 172. Global Flower Wrapping Materials Market Size Forecast by Type (2026-2033) & (M USD)

Table 173. Global Flower Wrapping Materials Price Forecast by Type (2026-2033) & (USD/KG)

Table 174. Global Flower Wrapping Materials Sales (K MT) Forecast by Application (2026-2033)

Table 175. Global Flower Wrapping Materials Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Flower Wrapping Materials
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Flower Wrapping Materials Market Size (M USD), 2024-2033
- Figure 5. Global Flower Wrapping Materials Market Size (M USD) (2020-2033)
- Figure 6. Global Flower Wrapping Materials Sales (K MT) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Flower Wrapping Materials Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Flower Wrapping Materials Product Life Cycle
- Figure 13. Flower Wrapping Materials Sales Share by Manufacturers in 2024
- Figure 14. Global Flower Wrapping Materials Revenue Share by Manufacturers in 2024
- Figure 15. Flower Wrapping Materials Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Flower Wrapping Materials Average Price (USD/KG) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Flower Wrapping Materials Revenue in 2024
- Figure 18. Industry Chain Map of Flower Wrapping Materials
- Figure 19. Global Flower Wrapping Materials Market PEST Analysis
- Figure 20. Global Flower Wrapping Materials Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Flower Wrapping Materials Market Share by Type
- Figure 27. Sales Market Share of Flower Wrapping Materials by Type (2020-2025)
- Figure 28. Sales Market Share of Flower Wrapping Materials by Type in 2024
- Figure 29. Market Size Share of Flower Wrapping Materials by Type (2020-2025)
- Figure 30. Market Size Share of Flower Wrapping Materials by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Flower Wrapping Materials Market Share by Application

Figure 33. Global Flower Wrapping Materials Sales Market Share by Application (2020-2025)

Figure 34. Global Flower Wrapping Materials Sales Market Share by Application in 2024

Figure 35. Global Flower Wrapping Materials Market Share by Application (2020-2025)

Figure 36. Global Flower Wrapping Materials Market Share by Application in 2024

Figure 37. Global Flower Wrapping Materials Sales Growth Rate by Application (2020-2025)

Figure 38. Global Flower Wrapping Materials Sales Market Share by Region (2020-2025)

Figure 39. Global Flower Wrapping Materials Market Size Market Share by Region (2020-2025)

Figure 40. North America Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 41. North America Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 42. North America Flower Wrapping Materials Sales Market Share by Country in 2024

Figure 43. North America Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Flower Wrapping Materials Market Size Market Share by Country in 2024

Figure 45. U.S. Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 46. U.S. Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Flower Wrapping Materials Sales (K MT) and Growth Rate (2020-2025)

Figure 48. Canada Flower Wrapping Materials Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Flower Wrapping Materials Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Flower Wrapping Materials Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe Flower Wrapping Materials Sales Market Share by Country in 2024

Figure 53. Europe Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Flower Wrapping Materials Market Size Market Share by Country in

2024

Figure 55. Germany Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Flower Wrapping Materials Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Flower Wrapping Materials Sales Market Share by Region in 2024

Figure 67. Asia Pacific Flower Wrapping Materials Market Size Market Share by Region in 2024

Figure 68. China Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K

MT)

Figure 75. India Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Flower Wrapping Materials Sales and Growth Rate (K MT)

Figure 79. South America Flower Wrapping Materials Sales Market Share by Country in 2024

Figure 80. South America Flower Wrapping Materials Market Size and Growth Rate (M USD)

Figure 81. South America Flower Wrapping Materials Market Size Market Share by Country in 2024

Figure 82. Brazil Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Flower Wrapping Materials Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Flower Wrapping Materials Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Flower Wrapping Materials Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Flower Wrapping Materials Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K

MT)

Figure 95. UAE Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Flower Wrapping Materials Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Flower Wrapping Materials Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Flower Wrapping Materials Production Market Share by Region (2020-2025)

Figure 103. North America Flower Wrapping Materials Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Flower Wrapping Materials Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Flower Wrapping Materials Production (K MT) Growth Rate (2020-2025)

Figure 106. China Flower Wrapping Materials Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Flower Wrapping Materials Sales Forecast by Volume (2020-2033) & (K MT)

Figure 108. Global Flower Wrapping Materials Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Flower Wrapping Materials Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Flower Wrapping Materials Market Share Forecast by Type (2026-2033)

Figure 111. Global Flower Wrapping Materials Sales Forecast by Application (2026-2033)

Figure 112. Global Flower Wrapping Materials Market Share Forecast by Application (2026-2033)

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