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Global Cling Films Market 2023

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Abstracts

Description

The global cling films market is poised for steady growth at a CAGR of 5.1% over 2022-2029, reaching USD 1.9 billion in projected value by 2029. Cling films, also known as plastic wraps or saran wraps, are thin transparent films applied to food packaging to protect contents against contamination and extend shelf life.

While the market was negatively impacted in 2020 due to the COVID-19 pandemic, it is expected to recover gradually driven by the rising demand for packaged foods and hygienic packaging solutions across industries including food, healthcare, consumer goods and industrials.

Key growth factors include the increasing preference for packaged foods supported by changing lifestyles, urbanization and convenience needs. The pandemic has also heightened consumer focus on hygienic and tamper-proof food delivery, further fueling cling film demand. However, limitations in extreme weather resistance and tighter regulations on plastics may constrain market expansion.

Manufacturers are leveraging opportunities in bio-based cling films as a sustainable packaging solution. Geographically, the Asia Pacific is likely to exhibit the highest growth owing to large populations, rising incomes, and robust food retail sectors in countries like China and India.

Market Segmentation

The market is segmented based on material type, thickness, form, end user, and geography.

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Segmentation by Material Type

Polyethylene (PE)

Polyvinyl Chloride (PVC)

Polyvinylidene Chloride (PVDC)

Segmentation by Thickness

Upto 8 Microns

8-15 Microns

Greater than 15 Microns

Segmentation by Form

Cast Cling Film

Blow Cling Film

Segmentation by End User

Food and Beverages

Consumer Goods

Industrial

Others

Segmentation by Geography

North America %li%United States, Canada, Mexico

Europe %li%United Kingdom, Germany, France, Italy, and Rest of Europe

Asia-Pacific %li%China, Japan, India, ASEAN Countries, South Korea, and Rest of Asia-

Pacific

Rest of the World %li%Brazil, Argentina, Saudi Arabia, South Africa, etc.

Polyethylene is the dominant material type in the cling films market, offering excellent barrier properties, tear resistance, and tack strength. It is widely used for cling film production due to its ability to preserve food freshness and adhere to surfaces. Low-density polyethylene (LDPE) and linear low-density polyethylene (LLDPE) are popular choices for food-based cling films as they are recyclable. The food sector is the largest end-user industry for cling films, providing crucial protection against contamination and extending shelf life. Natural polymer-based cling films present an opportunity to replace non-biodegradable synthetic polymers, offering environmental benefits at a low cost.

The demand for cling films is expected to grow due to the increasing consumption of fast food and packaged foods. This growth is supported by expansion projects undertaken by key manufacturers. Cling films play a crucial role in packaging various food items, contributing to industry expansion. The Asia-Pacific region, particularly China, India, and Japan, is anticipated to witness significant growth in cling film demand. This is driven by the usage of cling films in the food packaging, healthcare, and consumer goods sectors of emerging economies in the region. Therefore, the Asia-Pacific region is expected to dominate the cling film market during the forecast period.

Competitive Landscape

The global cling films market report offers detailed information on several market vendors, including 3M Company, Adex S.r.l., Allen Plastic Industries Co., Ltd., Amcor plc, Berry Global Group, Inc., Ceisa Packaging SAS, Chahua Modern Housewares Co., Ltd., Ergis S.A., HIPAC S.p.A., Inteplast Group Corporation, Intertape Polymer Group Inc., Jindal Poly Films Limited, Malpack Corp., Mitsubishi Chemical Corporation, Nan Ya Plastics Corporation, New Top Corporation, Novamont S.p.A., Paragon Films, Inc., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

Recent Industry Developments

Berry Global Group Inc. launched an upgraded stretch hood film in February 2023, incorporating at least 30% recycled plastic content. This innovation supports sustainability goals and complies with plastics packaging legislation in the UK and Europe.

In January 2023, Amcor plc introduced PrimeSeal and DairySeal Recycle-Ready Thermoforming Films for meat and dairy products. These films offer excellent packaging performance and contribute to circular packaging. With heat resistance up to 90 °C and low EVOH content, the solution is suitable for fresh and processed meat, fish, and hard cheese without compromising shelf-life.

Why Choose This Report

Gain a reliable outlook of the global cling films market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

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