

Global Air Bubble Film Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GBD301B739D7EN.html>

Date: January 2026

Pages: 185

Price: US\$ 4,480.00 (Single User License)

ID: GBD301B739D7EN

Abstracts

The global Air Bubble Film market size is expected to reach \$ 3632 million by 2032, rising at a market growth of 3.2% CAGR during the forecast period (2026-2032).

Air Bubble Film is a flexible plastic cushioning material that protects goods from shock, vibration, and abrasion during storage and shipment by trapping air in sealed cells. It is important because it provides high protection-to-weight efficiency, reduces in-transit damage, and supports high-throughput packing operations.

Upstream supply is dominated by commodity and recycled polyethylene resins and specialty additives (e.g., antistatic agents, slip, antiblock, and compatibilizers for recycled-content blends), plus extrusion and lamination equipment used to create multi-layer films and consistent air-cell geometry. Downstream demand is led by e-commerce fulfillment and parcel logistics, followed by industrial shipments where part protection, surface protection, and void-fill are required. Typical procurement is either (1) high-frequency replenishment under annual or multi-year supply agreements for standardized rolls, bags, and inflatable films, or (2) distributor-supported programs where film is bundled with on-demand inflation systems, service, and spare parts while the film itself is priced and evaluated on an EXW-equivalent basis.

In the current market, global production is around 1.22 million metric tons, with an average selling price of about 2,300 USD per metric ton on an EXW basis. Market economics are driven by resin-cost pass-through, conversion yield, freight sensitivity (low density favors local/regional supply), and the value of damage prevention and packing-line productivity. A typical industry gross margin is estimated at 22%, supported by barriers such as process know-how for stable multi-layer extrusion, consistent bubble formation at scale, quality assurance for puncture resistance and seal integrity, and the installed-base advantage in on-demand inflatable systems where film qualification and machine compatibility create switching friction. Supplier structure is moderately concentrated at the very top because a small number of global brands anchor

multinational programs, but production is also highly regional; Top 5 suppliers control approximately 45% of global revenue (CR5) when measured on an EXW film basis, reflecting both global leaders in protective packaging and a long tail of regional extrusion converters.

Demand gravity is strongest in China, North America, and Europe due to high parcel volumes, dense fulfillment networks, and broad manufacturing bases, while Central and Eastern Europe remains active with multiple local producers serving regional distribution and industrial shipping. From 2026 to 2032, the main trends are (1) downgauging and multi-layer structures to reduce plastic per protected shipment while maintaining performance, (2) higher recycled-content grades and improved recycled-feedstock compatibility, (3) compostable or alternative-material offerings for niche applications where regulation or customer mandates require it, and (4) broader adoption of on-demand inflatable solutions to cut warehouse space and labor. Compliance and carbon constraints increasingly shape product specifications (recycled content claims, traceability, and packaging waste rules), while AI-enabled packing optimization is emerging as a lever to reduce overpacking and material use by improving cartonization and right-sizing decisions. Key bottlenecks include recycled resin quality variability, film-to-machine compatibility qualification cycles, and the practical limits of downgauging before damage rates rise or packing speed drops.

This report studies the global Air Bubble Film production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Air Bubble Film and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Air Bubble Film that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Air Bubble Film total production and demand, 2021-2032, (Kiloton)

Global Air Bubble Film total production value, 2021-2032, (USD Million)

Global Air Bubble Film production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kiloton), (based on production site)

Global Air Bubble Film consumption by region & country, CAGR, 2021-2032 & (Kiloton)

U.S. VS China: Air Bubble Film domestic production, consumption, key domestic manufacturers and share

Global Air Bubble Film production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kiloton)

Global Air Bubble Film production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kiloton)

Global Air Bubble Film production by Application, production, value, CAGR, 2021-2032,

(USD Million) & (Kiloton)

This report profiles key players in the global Air Bubble Film market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Sealed Air, Pregis, Intertape Polymer Group, Storopack, AirWave Packaging, Abriso Jiffy, TART, K-SYSTEM, Air Light, Rem?nyi Csomagol?stechnika, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Air Bubble Film market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Kiloton) and average price (US\$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Air Bubble Film Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Air Bubble Film Market, Segmentation by Type:

Standard Type

Antistatic Type

Flame Retardant Type

Metallized ESD Shielding Type

Other Specialty Type

Global Air Bubble Film Market, Segmentation by Delivery Form:

Rolls and Sheets

Bags and Mailers

On Demand Inflatable Film

Laminated Cushion Film

Global Air Bubble Film Market, Segmentation by Air Cell Structure:

Small Bubble

Large Bubble

Air Pillow

Air Column

Global Air Bubble Film Market, Segmentation by Application:

E Commerce Fulfillment

Parcel and Express Logistics

Industrial Components

Electronics

Home Appliances

Medical Devices

Furniture and Home Goods

Automotive Aftermarket

Companies Profiled:

Sealed Air

Pregis

Intertape Polymer Group

Storopack

AirWave Packaging

Abriso Jiffy

TART

K-SYSTEM

Air Light

Rem?nyi Csomagol?stechnika

Mac-Graf

Joongpol

Goldfoam

Airpak

Czechobal

GLOBALFOL

Slovakor Industry

Lauris

Kunshan Kaiwei Paper Packaging

Chengtaichang Packaging Products (Shenzhen)

Biyafu Technology (Shenzhen)

Hangzhou Bingjia Packaging Materials

Jiangxi Qinchen Packaging Materials

Qingdao Hongqing Plastic Products

Hefei Zhongli Packaging Materials

Changshu Fangyuan Foam Packaging Materials

Key Questions Answered:

1. How big is the global Air Bubble Film market?
2. What is the demand of the global Air Bubble Film market?
3. What is the year over year growth of the global Air Bubble Film market?
4. What is the production and production value of the global Air Bubble Film market?
5. Who are the key producers in the global Air Bubble Film market?
6. What are the growth factors driving the market demand?

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