

Wrap-Around Cartoning Machines Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

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Abstracts

The Global Wrap-Around Cartoning Machines Market reached USD 1.8 billion in 2023 and is projected to expand at a robust CAGR of 7.5% between 2024 and 2032. This growth is fueled by rapid industrial development, particularly in dynamic regions like Asia-Pacific, where automated packaging technologies are gaining momentum. The rising demand across sectors such as food, pharmaceuticals, and e-commerce is driving adoption as manufacturers prioritize customizable packaging solutions capable of accommodating diverse product types. Modern wrap-around cartoning machines, designed to produce various carton sizes and styles, are increasingly in demand. Additionally, the growing focus on sustainability is spurring innovation in eco-friendly packaging technologies, aligning with global environmental standards.

The market is segmented into horizontal and vertical machines, with the vertical segment leading in 2023. Valued at USD 1.01 billion, this segment is anticipated to grow at a CAGR of 6.9% over the forecast period. A key factor driving this demand is the increasing reliance on automation in packaging operations. Industries such as food and beverage, pharmaceuticals, and personal care are turning to automated solutions to lower labor costs, boost operational efficiency, and achieve precision in packaging. Fully automated wrap-around cartoning machines, known for their high throughput and consistent performance, are particularly gaining traction.

In terms of end-use applications, the market is divided into food and beverage, pharmaceutical, personal care and cosmetics, and others. The food and beverage segment held the largest share, accounting for 38% of the market in 2023. This sector's competitive nature compels manufacturers to emphasize product visibility and brand recognition. Wrap-around cartoning machines offer flexible and visually appealing

packaging solutions that enhance branding while meeting the high-speed, precise, and consistent packaging requirements of the industry. These machines also help reduce errors, minimize waste, and improve overall production efficiency.

In the United States, the wrap-around cartoning machines market generated USD 350 million in 2023 and is poised to grow at a CAGR of 7.8% through 2032. U.S. manufacturers are increasingly adopting high-speed automated systems to enhance productivity and reduce dependency on manual labor. This shift is transforming packaging processes, particularly in the food and beverage and pharmaceutical industries, where accuracy and operational efficiency are critical. The integration of advanced wrap-around cartoning machines ensures minimal downtime and maximized throughput, making them indispensable in these sectors.

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