

Flow Wrap Packaging Market Size, Share & Trends Analysis Report By Material (Plastic, Paper, Aluminum Foil), By Application (Packaged Snacks, Chocolate & Confectionary, Bakery Products), By End-use, By Region, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/F9A44E2CEF79EN.html>

Date: January 2025

Pages: 102

Price: US\$ 5,950.00 (Single User License)

ID: F9A44E2CEF79EN

Abstracts

This report can be delivered to the clients within 3 Business Days

Flow Wrap Packaging Market Growth & Trends

The global flow wrap packaging market size is anticipated to reach USD 34.16 billion by 2030 and is anticipated to grow at a CAGR of 7.8% during the forecast period, according to a new report by Grand View Research, Inc. The flow wrap packaging market is a vital segment of the global packaging industry, recognized for its efficiency, adaptability, and widespread applicability. Flow wrap packaging, typically made from flexible materials such as plastic films or paper, is used extensively across various industries, including food and beverages, pharmaceuticals, and personal care. Its ability to provide secure, tamper-evident, and visually appealing packaging makes it indispensable in today's fast-paced consumer markets.

A significant driver of the growth of the flow wrap packaging industry is the increasing demand for convenience-oriented products globally. Flow wrap packaging offers unparalleled benefits, such as extended shelf life, product protection, and enhanced branding opportunities through customizable designs. These features make it a preferred choice for manufacturers of packaged snacks, confectionery, and ready-to-eat foods. Additionally, advancements in material technologies, such as biodegradable and recyclable films, have aligned flow wrap solutions with sustainability goals, further boosting their adoption across industries.

The rise of e-commerce and modern retail formats has amplified the need for durable and aesthetically appealing flow wrap packaging. With online shopping becoming a primary purchasing channel, products require secure packaging that withstand handling and transit. Flow wrap packaging meets these requirements while maintaining cost efficiency, making it highly suitable for the fast-growing e-commerce landscape.

The market players are focusing on various strategic initiatives such as mergers, acquisitions, and collaborations. For instance, in August 2024, Innovia Films introduced a new specialized film, VL40, for ice cream flow wrap packaging. This innovative white ultra-low density film is designed for high-speed packaging while preserving ice cream quality. Key features include a high-gloss finish, wide heat seal range, excellent puncture resistance, and superior printability.

Flow Wrap Packaging Market Report Highlights

Based on material, the plastic segment held the largest share, accumulating USD 13.31 billion market size in 2024

The packaged snacks dominated the application segment and accounted for the largest revenue share of over 33.4% in 2024

Food & beverages led the end use segmentation by capturing USD 7.04 billion market size in 2024

Asia Pacific dominated the engineering plastics industry due to the rise of SMEs in the region, particularly in sectors such as snacks, confectionery, and personal care, is driving the demand for affordable and flexible packaging solutions like flow wraps.

China was the leading manufacturer of flow wrap packaging in the Asia Pacific region and captured around 23% of the revenue market share in 2024 in this region.

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