

Mailer Packaging Market Size, Share & Trends Analysis Report By Product (Cushioned Mailers, Non-Cushioned Mailers), By Insulation (Insulated, Non-Insulated), By Material (Plastic, Paper, Foil), By End-use, By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Mailer Packaging Market Growth & Trends

The global mailer packaging market size is expected to reach USD 76.48 billion by 2030 and expand at a CAGR of 16.2% from 2022 to 2030, according to a new report by Grand View Research, Inc. The increasing use of e-commerce for buying and selling products as the players operating in the industry offer easy transportation and home delivery services which save time and money for the end users are driving the market growth.

The growing demand for mailer packaging across the e-commerce industry for the packaging of varied products including apparel, jewelry, and books & stationery among others across the globe is driving the market growth. Furthermore, a continuously increasing number of online sellers as well as shoppers across the globe is fueling the demand for packaging mailers. The rapidly increasing marketing and advertisement expenditure of the e-commerce players such as Walmart, Amazon, eBay, and Shopsy among others is further supporting the market growth.

Non-cushioned mailers are leading the market and are also projected to maintain their dominance during the forecast timeframe from 2022 to 2030. The wider application portfolio of non-cushioned mailers as they are used for packaging apparel and textiles

among others is contributing to the segmental dominance. Non-cushioned mailers are mostly made up of plastic materials as the material provides leakage-free and liquid-resistant transportation at a cheaper cost compared to paper mailers.

The increasing concerns associated with plastic usage in the packaging industry and its harmful impact on the environment are projected to limit the growth of plastic mailers during the forecast period. Additionally, the rising awareness about the sustainable alternatives of plastic mailers including paper mailers is further projected to restrict the growth of plastic mailers.

Mailer Packaging Market Report Highlights

The non-cushioned mailers segment is expected to record a CAGR of 16.0% during the forecast period from 2022 to 2030. The increasing purchasing power of end users from developing economies worldwide is supporting the growth of non-cushioned mailers.

The non-insulated mailers accounted for a significant revenue share of 89.2% in 2021, and the segment is also projected to maintain its dominance throughout the forecast timeframe.

Based on material, the paper segment held a revenue share of 52.7% in 2021 and is expected to expand at the highest CAGR of 16.5% owing to its sustainability and eco-friendly nature. The e-commerce players are preferably using paper mailers to contribute to sustainable growth and operations in the global market.

The e-commerce segment accounted for the largest revenue share of 49.7% in 2021 and the end-use segment is also projected to maintain its dominance in terms of revenue throughout the forecast period from 2022 to 2030. The continuously increasing customer base for online purchasing especially after the COVID-19 impact is supporting the growth of the segment.

Central & South America is expected to expand at the highest CAGR of 16.6% in terms of revenue during the forecast period. The country is projected to exhibit growth on account of the increasing internet penetration in the major countries of the region including Brazil, and Argentina among others. The rising awareness about the different types of products offered by other regions through the electronic medium is supporting the demand for mailer packaging for the

transportation of such products.

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