

# Agricultural Films Market Report by Type (Low-Density Polyethylene, Linear Low-Density Polyethylene, High-Density Polyethylene, Ethylene Vinyl Acetate, and Others), Application (Greenhouse, Silage, Mulching, and Others), and Region 2023-2028

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## Abstracts

The global agricultural films market size reached US\$ 10.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 14.7 Billion by 2028, exhibiting a growth rate (CAGR) of 5.8% during 2022-2028. The rising product demand for horticulture and floriculture, the emerging technological advancement in film production, and the implementation of favorable government initiatives and policies to promote modern farming techniques are some of the major factors contributing to the market growth.

Agricultural films are specialized plastic materials used in modern farming practices to enhance crop growth and protection. They are typically manufactured from polyethylene or other plastic polymers and are designed to serve various purposes in agriculture. They can be applied to the soil surface, directly onto plants, or as covers for structures such as greenhouses. They offer numerous benefits, including weed suppression, moisture retention, temperature regulation, and prevention of soil erosion. Additionally, they create a microclimate that promotes optimal conditions for plant growth, shielding crops from adverse weather elements and pests. They are also essential in reducing the need for water and fertilizers, thereby contributing to sustainable agricultural practices that enhance productivity and yield quality in modern farming while minimizing environmental impact.

The market is primarily driven by the growing population. In addition, rapid urbanization, rising disposable income, and changing dietary preferences are escalating the demand for enhanced agricultural productivity. Along with this, agricultural films contribute to this growth by facilitating better crop management, reducing water consumption, and

protecting plants from adverse weather conditions, thus augmenting the market growth. Moreover, the widespread adoption of modern farming techniques, such as greenhouse cultivation and mulching, is significantly increasing the demand for agricultural films representing another major growth-inducing factor. These films aid in creating controlled environments, optimizing temperature and humidity, and preventing weed growth, thereby enhancing crop yield and quality. Furthermore, the growing awareness about sustainable agriculture practices is encouraging farmers to invest in technologies that reduce resource wastage and environmental impact while supporting efficient water usage, reduced pesticide application, and soil erosion prevention, thus creating a positive market outlook.

#### Agricultural Films Market Trends/Drivers:

##### Rising demand for horticulture and floriculture

The rising demand for agricultural films is due to the increasing focus on horticulture and floriculture are influencing market growth. In addition, the shifting consumer preferences toward healthier lifestyles and the growing awareness of the nutritional benefits of fruits and vegetables are contributing to the market growth. Moreover, the widespread product adoption to create controlled environments within greenhouses, facilitates precise management of temperature, humidity, and light exposure representing another major growth-inducing factor. Along with this, it also shields crops from external factors such as pests, diseases, and adverse weather conditions, ensuring consistent growth and improved yields, thus augmenting the market growth. Besides this, the rise in product demand due to the versatility and effectiveness of the product enhances crop quality, extending growing seasons, and allowing year-round production, thus propelling the market growth.

##### Emerging technological advancement in film production

The market is driven by the technological advancements in film production resulting in the development of specialized films with enhanced properties, further accelerating the adoption of agricultural films across various sectors. In addition, modern film manufacturing techniques led to the creation of films that offer ultraviolet (UV) protection, biodegradability, improved durability, and optimal light transmission thus contributing to the market growth. These advancements enable customized solutions for different crops and cultivation methods. Moreover, UV-protective films shield plants from harmful radiation, preventing damage and improving growth representing another major growth-inducing factor. Along with this, the introduction of biodegradable films to address environmental concerns by minimizing plastic waste is propelling the market growth. Besides this, the enhanced durability of films ensures a longer product lifespan, reducing replacement frequency and associated costs, with optimal light transmission allowing precise light management accelerating the market growth.

##### Implementation of favorable government policies

The implementation of numerous regulations by the government to encourage the adoption of agricultural films for improving crop yields is influencing the market growth. In addition, the escalating food demands are resulting in the adoption of modernizing agricultural practice, thus contributing to the market growth. They are implementing favorable initiatives and policies that promote the adoption of advanced farming techniques. Moreover, several governments are offering subsidies, grants, and incentives to encourage farmers to adopt technologies that enhance agricultural productivity and sustainability which represents another major growth-inducing factor. Besides this, some measures include support for greenhouse cultivation, controlled environment agriculture, and water-efficient irrigation methods, thus accelerating the product adoption rate. Along with this, several initiatives that focus on reducing post-harvest losses and enhancing crop quality are further propelling the market growth.

**Agricultural Films Industry Segmentation:**

IMARC Group provides an analysis of the key trends in each segment of the global agricultural films market report, along with forecasts at the global, regional and country levels for 2023-2028. Our report has categorized the market based on type and application.

**Breakup by Type:**

Low-Density Polyethylene

Linear Low-Density Polyethylene

High-Density Polyethylene

Ethylene Vinyl Acetate

Others

Linear low-density polyethylene represents the most popular type

The report has provided a detailed breakup and analysis of the market based on the type. This includes low-density polyethylene, linear low-density polyethylene, high-density polyethylene, ethylene vinyl acetate, and others. According to the report, linear low-density polyethylene accounted for the largest market share.

Linear low-density polyethylene (LLDPE) market is primarily driven by the increasing demand among farmers, greenhouse operators, and agricultural enterprises. In addition, the versatility, and exceptional mechanical properties, make it highly resilient to stress, impact, and tearing ensuring that LLDPE films withstand challenging environmental conditions and mechanical stresses commonly encountered in agricultural operations, thus influencing the market growth. Its flexibility and adaptability allow for easy installation, covering various crop types and structures, from open fields to greenhouses.

Moreover, LLDPE offers an excellent ultraviolet (UV) stability further enhancing their suitability for agricultural applications which effectively shield crops from harmful ultraviolet radiation, preventing photodegradation and ensuring the longevity of the film,

and extended periods of protection, fostering optimal growth conditions for plants, representing another major growth-inducing factor.

Besides this, the LLDPE moisture retention capability is essential in water management within agricultural practices by reducing water evaporation, these films contribute to efficient irrigation and soil moisture maintenance, conserving valuable resources and enhancing crop yields thus propelling the market growth.

Breakup by Application:

Greenhouse

Silage

Mulching

Others

Mulching holds the largest share of the market

A detailed breakup and analysis of the market based on the application has also been provided in the report. This includes greenhouse, silage, mulching, and others.

According to the report, mulching accounted for the largest market share.

Mulching, a technique involving the application of agricultural films to the soil surface, offers numerous advantages. It conserves soil moisture by minimizing water evaporation, reducing irrigation needs, and enhancing water use efficiency. This water-saving aspect holds significant importance in regions prone to drought or limited water resources, contributing to sustainability.

Moreover, mulching prevents weed growth by creating a physical barrier that stifles weed germination and growth resulting in reduced competition for nutrients and resources, benefiting the crop's growth and yield potential representing another major growth-inducing factor. Along with this, the film also acts as an insulating layer, maintaining optimal soil temperature and shielding plants from temperature extremes, ultimately promoting healthier and more consistent crop development, thus propelling market growth.

Furthermore, mulching is also instrumental in minimizing soil erosion, preserving soil structure, and preventing nutrient leaching by maintaining the integrity of the topsoil layer, the technique safeguards valuable nutrients and supports sustainable soil health, thus providing a positive thrust to the market growth.

Breakup by Region:

North America

United States

Canada

Europe

Germany

France

United Kingdom

Italy  
Spain  
Russia  
Others  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Latin America  
Brazil  
Mexico  
Others

Middle East and Africa

Asia Pacific exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

The Asia Pacific market is driven by substantial agricultural activities. In addition, the growing population, rapid urbanization, the rising food demand due to the increasing food consumption are influencing the market growth. Along with this, several countries such as China and India, collectively contribute significantly to the food production and demand for agricultural films.

Moreover, the adoption of advanced farming techniques, including greenhouse and tunnel farming, is on the rise in the Asia Pacific region. These techniques rely heavily on agricultural films for temperature and moisture regulation, disease prevention, and increased crop output. Additionally, the rising demand for protected cultivation and efficient farming practices is accelerating the product adoption rate.

Besides this, favorable government initiatives, subsidies, and support for modernizing the agriculture sector are augmenting the market growth. Furthermore, the robust manufacturing capabilities of the Asia Pacific region are catering to domestic and international demands, thus accelerating the market growth.

Competitive Landscape:

Nowadays, key players in the market are employing strategic initiatives to fortify and enhance their positions within this competitive landscape. They are investing significantly in research and development (R&D) to innovate and develop advanced agricultural films including films with improved properties such as enhanced ultraviolet (UV) protection, better biodegradability, and optimized light transmission. Moreover, companies are investing in manufacturing advancements to increase production efficiency and reduce costs which allows them to produce high-quality films at competitive prices, appealing to cost-conscious customers. Besides this, key players are expanding their presence beyond their domestic markets to tap into the growing product demand by entering new regions, these companies position themselves as leaders in providing advanced agricultural solutions to numerous farmers. Furthermore, companies are recognizing the importance of sustainability, and focusing on creating biodegradable and recyclable films that align with environmental concerns.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Ab Rani Plast Oy

Armando Alvarez S.A.

BASF SE

Berry Global Inc.

Exxon Mobil Corporation

Kuraray Co. Ltd

Novamont S.p.A.

RKW Hyplast

The Dow Chemical Company

Trioplast Industrier AB

Recent Developments:

In May 2022, Berry Global Inc. announced a collaboration with CleanFarms and Poly-Ag Recycling, aiming to establish a closed-loop system that aligns with Canada's Circular economy objectives.

In April 2022, Exxon Mobil Corporation introduced an innovative product, the Exceed S performance polyethylene (PE) resins, which offers an excellent combination of stiffness, toughness, and user-friendly processability.

In January 2021, Ab Rani Plast Oy introduced a new addition to its bale wrap series, the product is crafted from raw materials, and incorporates 30% recycled agricultural bale wrap, showcasing the company's commitment to sustainable practices.

Key Questions Answered in This Report:

How has the global agricultural films market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global agricultural films market?  
What is the impact of each driver, restraint, and opportunity on the global agricultural films market?

What are the key regional markets?

Which countries represent the most attractive agricultural films market?

What is the breakup of the market based on the type?

Which is the most attractive type in the agricultural films market?

What is the breakup of the market based on the application?

Which is the most attractive application in the agricultural films market?

What is the competitive structure of the global agricultural films market?

Who are the key players/companies in the global agricultural films market?

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