

# **Jute Bag Market Report by Product Type (Jute Sack Bags, Jute Shopping Bags), End Use (Retail, Institutional), Price (Premium, Mass), and Region 2024-2032**

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## **Abstracts**

The global jute bag market size reached US\$ 2.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 5.9 Billion by 2032, exhibiting a growth rate (CAGR) of 8.9% during 2024-2032. The significant expansion in the e-commerce and retail sector, the implementation of several government policies to promote eco-friendly alternatives, and the emerging technological advancements in jute bag design and printing techniques are some of the major factors propelling the market.

A jute bag is a versatile and eco-friendly bag produced from the natural fibers of the jute plant, scientifically known as *Corchorus olitorius*. It is a long, soft, shiny vegetable fiber that can be spun into strong, coarse threads. These bags are renowned for their sturdiness and durability, making them an excellent choice for shopping, packaging, and promotional purposes. They are commonly employed as reusable shopping bags, as they can withstand heavy loads and are less likely to tear compared to plastic bags. Additionally, Jute bags are sustainable, biodegradable, and have a low environmental impact.

The market is primarily driven by the growing awareness regarding the harmful effects of plastic on the environment, resulting in consumers and businesses seeking eco-friendly alternatives. In addition, consumers are choosing products that align with their eco-conscious values, leading to the rising popularity of jute bags, thus influencing the market growth. Moreover, the jute bag industry is evolving to offer trendy and fashionable designs, attracting a broader consumer base which represents another major growth-inducing factor. Along with this, the implementation of several regulations

on single-use plastics led to the widespread adoption of jute bags as a viable alternative for shopping and packaging, thus propelling the market growth. Besides this, businesses are adopting sustainability goals and replacing plastic bags with jute bags in their promotional activities and packaging which help enhance their brand image, thus accelerating the product adoption rate.

#### Jute Bag Market Trends/Drivers:

The implementation of several government policies to promote eco-friendly alternatives

The implementation of government regulations to encourage individuals to adopt eco-friendly alternatives. These policies are designed to reduce environmental harm caused by using plastic bags and promote sustainable alternatives such as jute bags. In addition, the rising demand for eco-friendly alternatives, due to their several benefits is augmenting the market growth. Jute, a natural fiber, is biodegradable and renewable, making it an excellent option to replace plastic bags. Moreover, government incentives and subsidies encourage the production and distribution of jute bags, making them affordable for consumers, thus representing another major growth-inducing factor. Besides this, manufacturers are scaling up their operations to meet the rising demand, thereby creating job opportunities and contributing to the economy. Furthermore, the growing awareness campaigns to educate consumers about the environmental benefits of using jute bags, are changing consumer behavior and encouraging the adoption of eco-friendly alternatives, thus propelling the market growth.

The significant expansion in the e-commerce and retail sector

The e-commerce and retail sectors market is driven by the increasing awareness regarding environmental sustainability. Consumers and businesses are becoming conscious of their ecological footprint resulting in the escalating demand for eco-friendly alternatives that are biodegradable and reusable. Moreover, governments and regulatory bodies are implementing regulations regarding single-use plastics, pushing retailers to seek sustainable alternatives, thus representing another major growth-inducing factor. Also, jute bags, produced from the fibers of the jute plant, perfectly fit this requirement, thereby influencing the market growth. Besides this, the growing e-commerce industry is escalating the demand for packaging materials, including jute bags. Furthermore, the growing popularity of jute bags for packaging solutions, emphasizes their commitment to sustainability, thus creating a positive market outlook.

The emerging advancements in jute bag design and printing techniques

The market is driven by continuous technological advancements in design and printing techniques. In addition, the integration of digital printing technology allows for highly detailed and vibrant designs to be printed directly onto jute fabric, thus augmenting the market growth. Also, digital printing is environmentally friendly, as it eliminates the need for excessive water and chemicals, aligning perfectly with the eco-conscious ethos of jute bags, thus contributing to the market growth. Moreover, the precision and clarity achieved through digital printing made it possible to reproduce intricate patterns, logos, and even photographic images on jute bags, thereby expanding their customization options representing another major growth-inducing factor. Besides this, several technological advancements in eco-friendly dyes and pigments enable the creation of a wider color palette for jute bags, enhancing their visual appeal which is accelerating the sales demand. These dyes are free from harmful chemicals, ensuring that the bags remain biodegradable and safe for the environment.

#### Jute Bag Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global jute bag market report, along with forecasts at the global and country levels for 2024-2032. Our report has categorized the market based on product type, end use, and price.

#### Breakup by Product Type:

Jute Sack Bags

Jute Shopping Bags

Jute sack bags represent the most popular product type

The report has provided a detailed breakup and analysis of the market based on the product type. This includes jute sack bags and jute shopping bags. According to the report, jute sack bags accounted for the largest market share.

Jute sack bags, commonly known as jute bags are establishing a dominant presence in the market due to their versatile applications and eco-friendly nature. These sustainable bags have found employment in various sectors, primarily owing to their biodegradable properties and durability.

Moreover, the rising product use in the agricultural sector for packaging and transporting numerous agricultural products, including grains, pulses, and vegetables represents another major growth-inducing factor. The inherent strength of jute fibers makes them ideal for holding substantial quantities of goods, protecting them from

external elements, and ensuring their safe transportation to markets and storage facilities.

Furthermore, the increasing product demand in the retail industry. Along with this, retailers are recognizing the appeal of these bags as eco-friendly alternatives to traditional plastic bags. Many environmentally conscious consumers prefer these bags due to their reusable and biodegradable properties.

#### Breakup by End Use:

Retail

Institutional

Institutional segment holds the largest share of the market

A detailed breakup and analysis of the market based on the end use has also been provided in the report. This includes retail and institutional. According to the report, the institutional segment accounted for the largest market share.

The increasing product use in numerous institutional sectors, such as schools, colleges, and universities as a sustainable alternative to traditional plastic bags is influencing the market growth. These institutions distribute bags to students and staff as part of their commitment to environmental responsibility. It is durable, versatile, and accommodates textbooks, laptops, and other essentials.

Moreover, the rising product applications in the healthcare institutions sector are augmenting the market growth. Hospitals and medical facilities employ them for several purposes, including carrying medical supplies, patient belongings, and promotional materials. The natural properties of jute, such as breathability and strength, make it a preferred choice in healthcare settings.

Besides this, government institutions are recognizing the benefits of bags which are employed for official purposes, conferences, and seminars, thus propelling market growth. Jute bags are customizable and can be branded with government logos or event-specific designs, making them a preferred choice for official use.

#### Breakup by Price:

Premium

## Mass

Mass jute bags presently accounts for the largest market share

A detailed breakup and analysis of the market based on the price have also been provided in the report. This includes premium and mass. According to the report, mass jute bags accounted for the largest market share.

The market is primarily driven by the mass-produced bags employed in the retail sector. In addition, retailers prefer these bags due to their cost-effectiveness and eco-friendliness. It is affordable and allows retailers to offer reusable and eco-friendly packaging solutions without significantly increasing their expenses, resonating well with consumers making eco-conscious choices.

Furthermore, mass-produced bags are utilized in promotional and branding activities. Many companies choose to customize these bags with their logos and branding messages due to their large surface area, bags provide an excellent canvas for marketing efforts. The bags are distributed as promotional items at trade shows, and events, and as part of marketing campaigns, enhancing brand visibility.

Along with this, the rising demand for mass-produced bags in the transportation and shipping industry due to their durability and strength makes them suitable for the packaging and transportation of several goods, including heavy machinery parts and agricultural products, thus propelling the market growth.

### Breakup by Country:

- India
- Bangladesh
- China
- Others

India exhibits a clear dominance in the market

The market research report has also provided a comprehensive analysis of all the major regional markets, which include India, Bangladesh, China, and others. According to the report, India accounted for the largest market share.

The Indian market is driven by the growing agricultural sector. These bags serve as a

reliable means for the packaging and transportation of agricultural commodities such as grains, pulses, and vegetables. The natural breathability of jute helps in preserving the freshness of these products, making it an ideal choice for the agriculture industry.

Additionally, the widespread product adoption in the retail sector is influencing the market growth. Along with this, bags are favored for their aesthetic appeal and eco-conscious image, making them a preferred choice for retail packaging. Many businesses in India are embracing sustainability as a key selling point, aligning with the global trend toward eco-friendly practices.

Furthermore, government initiatives promoting jute cultivation are escalating the demand for jute bags. These initiatives encourage sustainable farming practices while supporting the livelihood of countless farmers involved in jute cultivation.

#### Competitive Landscape:

At present, key players in the market are actively implementing strategic measures to solidify and expand their positions in this competitive industry. They are investing in research and development (R&D) to create bags with improved durability, aesthetic appeal, and user-friendly features including experimenting with various sizes, handles, and closure mechanisms to cater to a broader customer base. Moreover, companies are expanding their reach and seeking opportunities in international markets where the demand for eco-friendly products is growing. They are actively engaged in educating customers about the benefits of bags, including highlighting their sustainability, strength, and versatility. Furthermore, companies are making collaborative efforts with other businesses, NGOs, or government agencies to strengthen their position.

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:

Aarbur Exports Pvt. Ltd  
Shree Jee Global Pvt Ltd.  
Emjay Group LLC  
Hitachi KK Manufacturing Company Pvt Ltd  
Ashoka Exports Pvt Ltd  
Gloster Limited

#### Recent Developments:

In February 2021, Gloster Limited, a Kolkata-based jute and jute-based products

manufacturing company signed a memorandum of understanding with the Telangana government to set up a unit in Warangal with an investment of 3.3 bln rupees.

Ashoka Export Pvt Ltd. is an ISO 9001:2015 certified producer of jute and cotton products, ranging from packaging and promotional bags to fashion and value-added bags which has dedicated teams for quality control, in-house design and sampling of their products.

### Key Questions Answered in This Report

1. What is the size of the global jute bag market 2023?
2. What has been the impact of COVID-19 on the global jute bag market?
3. What is the expected growth rate of the global jute bag market 2024-2032?
4. What are the key factors driving the global jute bag market?
5. What is the breakup of the global jute bag market based on the product type?
6. What is the breakup of the global jute bag market based on the end use?
7. What is the breakup of the global jute bag market based on the price?
8. What are the key regions in the global jute bag market?
9. Who are the key companies/players in the global jute bag market?

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