

# **Machine-Direction Orientation (MDO) Films Market by Material Type (Polypropylene (PP), High Density Polyethylene (HDPE), Linear Low Density Polyethylene (LLDPE), Linear Density Polyethylene (LDPE), Polyamide (PA), Ethyl Vinyl Alcohol (EVOH), Polyethylene Terephthalate (PET), and Others), Manufacturing Process (Cast Films, Blown Films), Application (Bags and Pouches, Shrink Labels, Shrink Wrap, Agro Textile, Tapes, Liners, and Others), End Use Industry (Food and Beverages, Healthcare, Personal Care, Homecare, Agriculture, and Others), and Region 2024-2032**

<https://marketpublishers.com/r/M2CFEB380E89EN.html>

Date: January 2024

Pages: 144

Price: US\$ 3,899.00 (Single User License)

ID: M2CFEB380E89EN

## **Abstracts**

The global machine-direction orientation (MDO) films market size reached US\$ 4.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 6.1 Billion by 2032, exhibiting a growth rate (CAGR) of 3.82% during 2024-2032. The increasing product demand in the packaging industry, various product innovations, and the widespread product utilization in the food and beverage (F&B) industry represent some of the key factors driving the market.

Machine-direction orientation (MDO) films are polymer films that are heated to a temperature slightly below their melting point and stretched in a particular orientation. They are manufactured using linear low-density polyethylene (LLDPE), ethyl vinyl alcohol (EVOH), polypropylene (PP), polyethylene terephthalate (PET), and high-

density polyethylene (HDPE). They are widely used in the packaging industry due to their enhanced optical performance, minimum thickness, and exceptional die-cutting performance. MDO films help in cost-effectiveness through film downgauging, non-recyclable material replacement, and process consolidation. It exhibits increased stiffness, higher durability, elevated moisture, and water vapor barrier, improved optical clarity, and reduced structure weight properties. As a result, MDO films find extensive applications across the healthcare, homecare, agriculture, and personal care industries.

#### Machine-Direction Orientation (MDO) Films Market Trends:

The increasing product demand in the packaging industry across the globe is one of the key factors driving the market growth. MDO films are widely used due to their enhanced mechanical, barrier, and optical properties. In line with this, the widespread product utilization in the food and beverage (F&B) industry due to the rising inclination for convenient packaging solutions is favoring the market growth. Moreover, the increasing demand for ready-to-eat (RTE) products and ready-to-cook packaging among consumers owing to hectic schedules and busy lifestyles is acting as another growth-inducing factor. Apart from this, the widespread adoption of MDO films manufactured using natural biodegradable compounds that are environmentally friendly and recyclable is providing an impetus to the market growth. Furthermore, the increasing demand for higher-shelf-life products, such as confectioneries and bakeries, RTE and frozen foods, fruits, and vegetables, is propelling the market growth. Additionally, manufacturers and key players are focusing on the development of advanced MDO films that offer robust seal performance, superior sealing functionality, and improvement in clarity to provide a no-label look. In addition to this, MDO film producers assist in extending the shelf life of various products by offering enhancements, such as modified packaging, vacuum, and atmosphere, and implementing novel packaging formats, which in turn is positively influencing the market growth. Other factors, including the widespread product adoption in the personal care industry, the increasing demand for polypropylene (PP) due to its numerous properties, including transparency, low-density, heat resistance, and steam barrier, and the rising demand for improved packaging performance, are creating a positive outlook for the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global machine-direction orientation (MDO) films market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on material type, manufacturing process, application, and end-use industry.

#### Material Type Insights:

Polypropylene (PP)  
High Density Polyethylene (HDPE)  
Linear Low Density Polyethylene (LLDPE)  
Linear Density Polyethylene (LDPE)  
Polyamide (PA)  
Ethyl Vinyl Alcohol (EVOH)  
Polyethylene Terephthalate (PET)  
Others

The report has provided a detailed breakup and analysis of the machine-direction orientation (MDO) films market based on the material type. This includes polypropylene (PP), high density polyethylene (HDPE), linear low density polyethylene (LLDPE), linear density polyethylene (LDPE), polyamide (PA), ethyl vinyl alcohol (EVOH), polyethylene terephthalate (PET) and others. According to the report, polypropylene represented the largest segment.

#### Manufacturing Process Insights:

Cast Films  
Blown Films

The report has provided a detailed breakup and analysis of the machine-direction orientation (MDO) films market based on the manufacturing process. This includes cast and blown films. According to the report, blown films represented the largest segment.

#### Application Insights:

Bags and Pouches  
Shrink Labels  
Shrink Wrap  
Agro Textile  
Tapes  
Liners  
Others

The report has provided a detailed breakup and analysis of the machine-direction orientation (MDO) films market based on the application. This includes bags and pouches, shrink labels, shrink wrap, agro textile, tapes, liners, and others. According to

the report, bags and pouches represented the largest segment.

#### End Use Industry Insights:

Food and Beverages

Healthcare

Personal Care

Homecare

Agriculture

Others

The report has provided a detailed breakup and analysis of the machine-direction orientation (MDO) films market based on the end use industry. This includes food and beverages, healthcare, personal care, homecare, agriculture, and others. According to the report, food and beverages represented the largest segment.

#### Regional Insights:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and Middle East and Africa. According to the report, North America was the largest market for machine-direction orientation (MDO) films. Some of the factors driving the North America machine-direction orientation (MDO) films market included the various product innovations, the widespread product utilization in the food and beverage (F&B) industry and increasing product demand in the personal care industry.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global machine-direction orientation (MDO) films market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Avery Dennison Corporation, Borealis AG, CCL Label Eclipse Films, Coveris, Davis-Standard LLC, Futamura Group, Lenzing Plastics GmbH Co KG, Polysack Plastic Industries Ltd., Toray Industries Inc., Trico Specialty Films LLC, Windm?ller & H?lscher, etc.

#### Key Questions Answered in This Report:

How has the global machine-direction orientation (MDO) films market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global machine-direction orientation (MDO) films market?

What are the key regional markets?

Which countries represent the most attractive machine-direction orientation (MDO) films markets?

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

What is the breakup of the market based on the manufacturing process?

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

What is the breakup of the market based on the end use industry?

What is the competitive structure of the global machine-direction orientation (MDO) films market?

Who are the key players/companies in the global machine-direction orientation (MDO)

films market?

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