

# **Packaging Tapes Market by Tape Type (Pressure-Sensitive Tape, Masking Tape, Duct Tape, Filament Tape, and Others), Material Type (Plastic, Paper, Metal Foil), End Use (E-Commerce, Food and Beverages, Retail, and Others), and Region 2024-2032**

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## **Abstracts**

The global packaging tapes market size reached US\$ 78.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 112.2 Billion by 2032, exhibiting a growth rate (CAGR) of 3.93% during 2024-2032. The expanding e-commerce sector, robust growth in various industries, a growing emphasis on sustainable packaging solutions, globalization and international trade, rapid urbanization, the rise of retail chains, and adherence to stringent regulatory standards are propelling the market growth.

Packaging tapes are essential tools in the realm of packaging and shipping. They are adhesive strips, often made of materials like polypropylene, polyvinyl chloride (PVC), or paper, used to seal and secure boxes, packages, and cartons. These tapes serve several functions, with their primary purpose being to keep the contents of a package intact during transit. Advantages of packaging tapes include their ease of use and efficiency in sealing packages. They provide a reliable seal that helps prevent tampering and protects the contents from external elements such as moisture and dust. Additionally, they come in various types, each tailored to specific needs. Common types include pressure-sensitive tapes, which adhere when pressure is applied, and water-activated tapes, which require moisture for adhesion. Specialty tapes, like double-sided or reinforced tapes, are also commercially available, catering to unique packaging challenges.

The global packaging tapes market is influenced by the rapidly expanding e-commerce

sector, which has significantly increased the demand for packaging tapes, as online retailers require sturdy and reliable sealing solutions for their packages. Moreover, the growth of various industries, including food and beverages, electronics, and automotive, has contributed to the expansion of the packaging tapes market, as these sectors require effective packaging solutions. Additionally, the increasing awareness of sustainable packaging has led to the development of eco-friendly tapes, aligning with the growing environmental concerns, which, in turn, is augmenting the market growth. Furthermore, globalization and international trade have boosted the demand for packaging tapes due to the need for secure and efficient packaging of goods during transit, thereby fueling the market growth.

#### Packaging Tapes Market Trends/Drivers:

##### E-commerce growth

The explosive growth of e-commerce has emerged as a primary driver for the global packaging tapes market. With the increasing number of online retail transactions, there is a burgeoning demand for reliable and efficient packaging solutions. Packaging tapes play a vital role in ensuring that parcels are securely sealed, protecting contents during transit. This demand extends to a variety of industries, including electronics, fashion, and consumer goods, all of which heavily rely on e-commerce platforms. As consumers increasingly turn to online shopping, the need for robust packaging tapes continues to surge. To meet this demand, manufacturers are continually innovating in terms of tape strength, adhesiveness, and eco-friendliness, aligning their products with the requirements of the modern e-commerce landscape.

##### Industry expansion

The packaging tapes market is significantly influenced by the growth of various industries, such as food and beverages, electronics, and automotive. These sectors depend on efficient and secure packaging to protect their products during storage and transit. For instance, the food industry relies on packaging tapes to maintain the freshness and integrity of perishable goods. Meanwhile, the electronics industry requires specialized tapes to shield sensitive components from environmental factors. Furthermore, the automotive sector uses packaging tapes for bundling and protecting various vehicle parts. As these industries continue to expand globally, the demand for packaging tapes remains strong, driving manufacturers to develop innovative solutions tailored to the specific needs of each sector.

##### Sustainable packaging demands

The growing emphasis on sustainable and eco-friendly packaging solutions has become a prominent driver in the packaging tapes market. Consumers and businesses alike are increasingly concerned about the environmental impact of packaging materials. This has led to the development of eco-friendly tapes that are recyclable, biodegradable, and use minimal resources in their production. These tapes not only align with sustainability goals but also cater to consumers looking for environmentally responsible choices. As regulations and awareness regarding eco-friendly packaging continue to grow, packaging tape manufacturers are investing in research and development to provide effective, sustainable alternatives. This trend not only addresses environmental concerns but also positions companies in the packaging tapes market as responsible and forward-thinking contributors to a greener future.

#### Packaging Tapes Industry Segmentation:

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

#### Breakup by Tape Type:

- Pressure-Sensitive Tape
- Masking Tape
- Duct Tape
- Filament Tape
- Others

Duct tape dominates the market

The report has provided a detailed breakup and analysis of the market based on the tape type. This includes pressure-sensitive tape, masking tape, duct tape, filament tape, and others. According to the report, duct tape represented the largest segment.

The duct tape segment is experiencing notable growth due to its versatility, which makes it a sought-after product across various industries. Duct tape's ability to adhere to a wide range of surfaces, from plastic to metal, and its capacity to provide quick and effective fixes for various applications, including temporary repairs, maintenance, and even crafting, have contributed significantly to its rising demand. Moreover, the construction and housing sectors have been pivotal drivers of duct tape growth. The

construction industry frequently employs duct tape for sealing, repairing, and reinforcing purposes, thanks to its durability and weather resistance. In the housing sector, homeowners turn to duct tape for DIY projects, making it a household essential. Furthermore, duct tape's adaptability in emergency situations, such as disaster recovery and first-aid applications, has bolstered its popularity. Its water-resistant and durable properties make it a reliable choice for both professionals and individuals during crises.

#### Breakup by Material Type:

Plastic

Paper

Metal Foil

Plastic dominates the market

The report has provided a detailed breakup and analysis of the market based on the material type. This includes plastic, paper, and metal foil. According to the report, plastic represented the largest segment.

The plastic segment of the packaging tapes market is experiencing substantial growth due to the cost-effectiveness of the product. Plastic tapes, such as polypropylene and PVC, are more affordable compared to alternatives like paper or cloth tapes. This cost advantage makes them an attractive choice for businesses looking to minimize packaging expenses. In line with this, plastic tapes offer excellent durability and moisture resistance. They can withstand various environmental conditions, including exposure to water and humidity, without losing their adhesive properties. This durability makes plastic tapes ideal for packaging goods that require protection during transit or storage, such as electronic devices and perishable items. Additionally, the versatility of plastic tapes contributes to their growth. They come in various forms, including clear, colored, and printed options, allowing businesses to customize their packaging and branding. This versatility makes them suitable for a wide range of applications across different industries.

#### Breakup by End Use:

E-Commerce

Food and Beverages

Retail

Others

## E-commerce dominates the market

The report has provided a detailed breakup and analysis of the market based on the end use. This includes e-commerce, food and beverages, retail, and others. According to the report, e-commerce represented the largest segment.

The growth of the e-commerce segment is underpinned by the surging preference for convenience. E-commerce allows consumers to shop from the comfort of their homes, eliminating the need for physical store visits. This convenience becomes especially crucial during events like the COVID-19 pandemic, which accelerated the shift towards online shopping. Furthermore, the widening internet access and smartphone penetration have opened new markets and customer segments for e-commerce businesses. As more people gain internet access and own smartphones, the potential customer base for online retailers continues to expand. Apart from this, the availability of a diverse range of products and services online attracts consumers. E-commerce platforms often offer a broader selection than brick-and-mortar stores, allowing customers to find niche products and compare prices easily.

## Breakup by Region:

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

Asia Pacific exhibits a clear dominance, accounting for the largest packaging tapes market share

The market research 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 region is experiencing significant growth in various sectors, and several key factors are driving this expansion, including rapid urbanization across many Asian countries. As more people move to cities in search of better opportunities, it spurs economic activities, boosts consumerism, and drives demand for various products and services, including housing, infrastructure, and consumer goods. In line with this, the burgeoning middle-class population in the region is another major growth catalyst. With rising incomes and improved living standards, consumers in the region have more purchasing power. This, in turn, fuels demand for a wide range of goods and services, from automobiles and electronics to leisure and tourism. Furthermore, the region's strategic geographical location has made it a hub for global trade. Countries like China, India, and Singapore have become major players in international commerce, fostering economic growth through exports and imports. This robust trade environment attracts investments and drives economic expansion, making the Asia Pacific region a vital player in the global economy.

#### Competitive Landscape:

In the competitive landscape of the market research and consulting services industry, various factors contribute to the dynamics shaping the field. The industry is characterized by a diverse range of firms offering services that help businesses make informed decisions. Competitors in this space often distinguish themselves based on their areas of expertise, industry focus, geographic reach, and the depth of their research capabilities. As companies vie for market share, the competitive landscape is

marked by ongoing innovation in research methodologies and technologies. Advancements in data analytics, artificial intelligence, and automation have revolutionized the industry, enabling firms to deliver more insightful and timely insights to their clients. Additionally, customer relationships and reputation play a critical role in this landscape. Firms that consistently provide high-quality, unbiased, and actionable research findings tend to build strong, long-term partnerships with their clients, solidifying their position in the market.

The 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:

3M Company  
ADH Tape  
H.B Fuller Company  
Intertape Polymer Group Inc.  
LORD Corporation (Parker Hannifin Corporation)  
Nitto Denko Corporation  
PPM Industries S.p.A.  
Scapa Group Ltd. (Mativ Holdings, Inc)  
Shurtape Technologies LLC  
Tesa SE Group (Beiersdorf AG)

#### Recent Developments:

In June 2022, Clearlake Capital Group, L.P. announced that it has completed its acquisition of Intertape Polymer Group Inc., a global provider of protective packaging solutions.

In June 2023, HB Fuller strengthened its portfolio with two strategic acquisitions in the US and United Arab Emirates (UAE). The company acquired US-based medical adhesives business Adhezion Biomedical and UAE-based adhesives manufacturer XCHEM International.

In December 2022, Shurtape Technologies' acquired Pro Tapes & Specialties, Inc., a tape manufacturer and converter that services a variety of markets, including graphic arts, library and school supply.

#### Key Questions Answered in This Report:

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

What are the drivers, restraints, and opportunities in the global packaging tapes

market?

What is the impact of each driver, restraint, and opportunity on the global packaging tapes market?

What are the key regional markets?

Which countries represent the most attractive packaging tapes market?

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

Which is the most attractive tape type in the packaging tapes market?

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

Which is the most attractive material type in the packaging tapes market?

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

Which is the most attractive end use in the packaging tapes market?

What is the competitive structure of the global packaging tapes market?

Who are the key players/companies in the global packaging tapes market?

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