

Polyolefin Shrink Film Market Report by Product (General Shrink Film, Cross-Linked Shrink Film, and Others), End Use Industry (Food and Beverages, Personal Care and Cosmetics, Pharmaceuticals, Printing and Stationery, and Others), and Region 2024-2032

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Abstracts

The global polyolefin shrink film market size reached US\$ 6.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 9.4 Billion by 2032, exhibiting a growth rate (CAGR) of 5% during 2024-2032.

Polyolefin (POF) shrink film is a chemically inert packaging material manufactured using polymer plastic material. It covers the product and shrinks tightly when heat is applied over it. It is highly durable, exhibits high tensile strength, puncture resistance and visual clarity, due to which it is widely used for packing food products, boxes and bottles. POE shrink film is commonly available in printed and unprinted rolls, tubes and bags. In comparison to the traditionally used materials, they are highly elastic and environment-friendly. As a result, they find extensive applications for the packaging of food and beverages, consumer goods, personal care products, cosmetics and pharmaceuticals.

The growing food and beverages industry and the increasing consumer awareness regarding food safety and protection, represent as the key factors creating a positive outlook for the market. With the changing lifestyles and hectic schedules of the consumers, there is an increasing demand for ready-to-eat (RTE) and packaged food products, which are sealed using POF shrink films. These films are also widely used for the sealing of RTE meals, snacks and frozen meals in quick serving restaurants (QSRs) and cafes. Additionally, various product innovations, such as the development of novel

variants with high-gloss finish, improved barrier and airtight sealing properties and ease of printing, are acting as other growth-inducing factors. These variants enhance the aesthetic appeal of the product and aid in improving the effectiveness of the marketing and branding campaigns. Other factors, including the rising expenditure capacities of the consumers, along with extensive research and development (R&D) activities, are anticipated to drive the market growth further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global polyolefin shrink film market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on product and end use industry.

Breakup by Product:

General Shrink Film

Cross-Linked Shrink Film

Others

Breakup by End Use Industry:

Food and Beverages

Personal Care and Cosmetics

Pharmaceuticals

Printing and Stationery

Others

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

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Allen Plastic Industries Co. Ltd., Amcor Plc, Berry Global Inc. (Berry Global Group Inc.), Exxon Mobil Corporation, Four Star Plastics, Harwal Group of Companies, Intertape Polymer Group Inc., Pakmarkas UAB, Riverside Paper Co. Inc. (SupplyOne Inc.), Saudi Basic Industries Corporation, Sealed Air Corporation and Syfan USA.

Key Questions Answered in This Report:

How has the global polyolefin shrink film market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global polyolefin shrink film market?

What are the key regional markets?

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

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

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global polyolefin shrink film market and who are the key players?

What is the degree of competition in the industry?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL POLYOLEFIN SHRINK FILM MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT

- 6.1 General Shrink Film
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Cross-Linked Shrink Film
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Others

6.3.1 Market Trends

6.3.2 Market Forecast

7 MARKET BREAKUP BY END USE INDUSTRY

7.1 Food and Beverages

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Personal Care and Cosmetics

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Pharmaceuticals

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 Printing and Stationery

7.4.1 Market Trends

7.4.2 Market Forecast

7.5 Others

7.5.1 Market Trends

7.5.2 Market Forecast

8 MARKET BREAKUP BY REGION

8.1 North America

8.1.1 United States

8.1.1.1 Market Trends

8.1.1.2 Market Forecast

8.1.2 Canada

8.1.2.1 Market Trends

8.1.2.2 Market Forecast

8.2 Asia-Pacific

8.2.1 China

8.2.1.1 Market Trends

8.2.1.2 Market Forecast

8.2.2 Japan

8.2.2.1 Market Trends

8.2.2.2 Market Forecast

8.2.3 India

8.2.3.1 Market Trends

- 8.2.3.2 Market Forecast
- 8.2.4 South Korea
 - 8.2.4.1 Market Trends
 - 8.2.4.2 Market Forecast
- 8.2.5 Australia
 - 8.2.5.1 Market Trends
 - 8.2.5.2 Market Forecast
- 8.2.6 Indonesia
 - 8.2.6.1 Market Trends
 - 8.2.6.2 Market Forecast
- 8.2.7 Others
 - 8.2.7.1 Market Trends
 - 8.2.7.2 Market Forecast
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.1.1 Market Trends
 - 8.3.1.2 Market Forecast
 - 8.3.2 France
 - 8.3.2.1 Market Trends
 - 8.3.2.2 Market Forecast
 - 8.3.3 United Kingdom
 - 8.3.3.1 Market Trends
 - 8.3.3.2 Market Forecast
 - 8.3.4 Italy
 - 8.3.4.1 Market Trends
 - 8.3.4.2 Market Forecast
 - 8.3.5 Spain
 - 8.3.5.1 Market Trends
 - 8.3.5.2 Market Forecast
 - 8.3.6 Russia
 - 8.3.6.1 Market Trends
 - 8.3.6.2 Market Forecast
 - 8.3.7 Others
 - 8.3.7.1 Market Trends
 - 8.3.7.2 Market Forecast
- 8.4 Latin America
 - 8.4.1 Brazil
 - 8.4.1.1 Market Trends
 - 8.4.1.2 Market Forecast

8.4.2 Mexico

8.4.2.1 Market Trends

8.4.2.2 Market Forecast

8.4.3 Others

8.4.3.1 Market Trends

8.4.3.2 Market Forecast

8.5 Middle East and Africa

8.5.1 Market Trends

8.5.2 Market Breakup by Country

8.5.3 Market Forecast

9 SWOT ANALYSIS

9.1 Overview

9.2 Strengths

9.3 Weaknesses

9.4 Opportunities

9.5 Threats

10 VALUE CHAIN ANALYSIS

11 PORTERS FIVE FORCES ANALYSIS

11.1 Overview

11.2 Bargaining Power of Buyers

11.3 Bargaining Power of Suppliers

11.4 Degree of Competition

11.5 Threat of New Entrants

11.6 Threat of Substitutes

12 PRICE ANALYSIS

13 COMPETITIVE LANDSCAPE

13.1 Market Structure

13.2 Key Players

13.3 Profiles of Key Players

13.3.1 Allen Plastic Industries Co. Ltd.

13.3.1.1 Company Overview

- 13.3.1.2 Product Portfolio
- 13.3.2 Amcor Plc
 - 13.3.2.1 Company Overview
 - 13.3.2.2 Product Portfolio
- 13.3.3 Berry Global Inc. (Berry Global Group Inc.)
 - 13.3.3.1 Company Overview
 - 13.3.3.2 Product Portfolio
- 13.3.4 Exxon Mobil Corporation
 - 13.3.4.1 Company Overview
 - 13.3.4.2 Product Portfolio
 - 13.3.4.3 Financials
 - 13.3.4.4 SWOT Analysis
- 13.3.5 Four Star Plastics
 - 13.3.5.1 Company Overview
 - 13.3.5.2 Product Portfolio
- 13.3.6 Harwal Group of Companies
 - 13.3.6.1 Company Overview
 - 13.3.6.2 Product Portfolio
- 13.3.7 Intertape Polymer Group Inc.
 - 13.3.7.1 Company Overview
 - 13.3.7.2 Product Portfolio
- 13.3.8 Pakmarkas UAB
 - 13.3.8.1 Company Overview
 - 13.3.8.2 Product Portfolio
- 13.3.9 Riverside Paper Co. Inc. (SupplyOne Inc.)
 - 13.3.9.1 Company Overview
 - 13.3.9.2 Product Portfolio
- 13.3.10 Saudi Basic Industries Corporation
 - 13.3.10.1 Company Overview
 - 13.3.10.2 Product Portfolio
 - 13.3.10.3 Financials
 - 13.3.10.4 SWOT Analysis
- 13.3.11 Sealed Air Corporation
 - 13.3.11.1 Company Overview
 - 13.3.11.2 Product Portfolio
 - 13.3.11.3 Financials
 - 13.3.11.4 SWOT Analysis
- 13.3.12 Syfan USA
 - 13.3.12.1 Company Overview

13.3.12.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Polyolefin Shrink Film Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Polyolefin Shrink Film Market Forecast: Breakup by Product (in Million US\$), 2024-2032

Table 3: Global: Polyolefin Shrink Film Market Forecast: Breakup by End Use Industry (in Million US\$), 2024-2032

Table 4: Global: Polyolefin Shrink Film Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 5: Global: Polyolefin Shrink Film Market: Competitive Structure

Table 6: Global: Polyolefin Shrink Film Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Polyolefin Shrink Film Market: Major Drivers and Challenges

Figure 2: Global: Polyolefin Shrink Film Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Polyolefin Shrink Film Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Polyolefin Shrink Film Market: Breakup by Product (in %), 2023

Figure 5: Global: Polyolefin Shrink Film Market: Breakup by End Use Industry (in %), 2023

Figure 6: Global: Polyolefin Shrink Film Market: Breakup by Region (in %), 2023

Figure 7: Global: Polyolefin Shrink Film (General Shrink Film) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 8: Global: Polyolefin Shrink Film (General Shrink Film) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 9: Global: Polyolefin Shrink Film (Cross-Linked Shrink Film) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Polyolefin Shrink Film (Cross-Linked Shrink Film) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Polyolefin Shrink Film (Other Products) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Polyolefin Shrink Film (Other Products) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Polyolefin Shrink Film (Food and Beverages) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Polyolefin Shrink Film (Food and Beverages) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Polyolefin Shrink Film (Personal Care and Cosmetics) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Polyolefin Shrink Film (Personal Care and Cosmetics) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Polyolefin Shrink Film (Pharmaceuticals) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Polyolefin Shrink Film (Pharmaceuticals) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Polyolefin Shrink Film (Printing and Stationery) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Polyolefin Shrink Film (Printing and Stationery) Market Forecast:

Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Polyolefin Shrink Film (Other End Use Industries) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Polyolefin Shrink Film (Other End Use Industries) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: North America: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: North America: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: United States: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: United States: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Canada: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Canada: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Asia-Pacific: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Asia-Pacific: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: China: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: China: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Japan: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Japan: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: India: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: India: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: South Korea: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: South Korea: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Australia: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Australia: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Indonesia: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Indonesia: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: Others: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Others: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Europe: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Europe: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: Germany: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: Germany: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: France: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: France: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: United Kingdom: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: United Kingdom: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Italy: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Italy: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: Spain: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Spain: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: Russia: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: Russia: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: Others: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 &

2023

Figure 60: Others: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: Latin America: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: Latin America: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: Brazil: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: Brazil: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Mexico: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Mexico: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Others: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Others: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Middle East and Africa: Polyolefin Shrink Film Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Middle East and Africa: Polyolefin Shrink Film Market: Breakup by Country (in %), 2023

Figure 71: Middle East and Africa: Polyolefin Shrink Film Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 72: Global: Polyolefin Shrink Film Industry: SWOT Analysis

Figure 73: Global: Polyolefin Shrink Film Industry: Value Chain Analysis

Figure 74: Global: Polyolefin Shrink Film Industry: Porter's Five Forces Analysis

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