

Skin Packaging Market Report by Base Material (Plastic Films, Paper and Paperboard, and Others), Type (Carded Skin Packaging, Non-carded Skin Packaging), Heat Seal Coating (Water-based, Solvent-based, and Others), Application (Food, Consumer Goods, Industrial Goods), and Region 2024-2032

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Abstracts

The global skin packaging market size reached US\$ 11.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 17.2 Billion by 2032, exhibiting a growth rate (CAGR) of 4.5% during 2024-2032. The market is experiencing moderate growth driven by the rising sustainable packaging trends, retail display appeal, extended shelf life, versatility of skin packaging, and rapid e-commerce growth.

Skin Packaging Market Analysis:

Market Growth and Size: The market is witnessing moderate growth, driven by the increasing demand for convenient and sustainable packaging solutions.

Technological Advancements: Technological advancements in skin packaging have led to innovations such as modified atmosphere packaging (MAP) and vacuum skin packaging (VSP). These technologies help extend the shelf life of products and reduce food waste, making them highly relevant in the market.

Industry Applications: Skin packaging is widely used across various industries, including food, pharmaceuticals, and consumer goods. It offers excellent product visibility and protection, making it suitable for packaging fresh produce, meats, and electronic components.

Geographical Trends: North America and Europe dominate the global skin packaging market, owing to strict regulations on food safety and sustainability. However, Asia-Pacific is witnessing significant growth due to the rising disposable income and

changing consumer preferences.

Competitive Landscape: The market is highly competitive, with key players such as, Sealed Air Corporation, Bemis Company Inc., and Berry Global Group Inc. leading the way. These companies focus on product innovation and sustainability to maintain their market position.

Challenges and Opportunities: Challenges in the skin packaging market include the environmental impact of plastic films and the need for improved recycling solutions. Opportunities lie in developing eco-friendly materials and expanding into emerging markets.

Future Outlook: The future of the global skin packaging market looks promising, driven by the growing emphasis on sustainable packaging solutions and the increasing adoption of e-commerce. Innovations in materials and technologies will continue to shape the trajectory of the industry.

Skin Packaging Market Trends:

Sustainable Packaging Trends

Sustainable packaging is a significant driver of the global skin packaging market. As environmental concerns continue to rise, consumers and businesses alike are seeking eco-friendly packaging solutions. Skin packaging aligns with this trend as it often uses less plastic compared to traditional packaging methods. The vacuum-sealing process also helps extend the shelf life of products, reducing food waste and further contributing to sustainability efforts. Companies that adopt skin packaging can position themselves as environmentally responsible, which resonates positively with consumers.

Retail Display Appeal

The visual appeal of products on retail shelves is a crucial factor driving the adoption of skin packaging. Skin packaging offers a clear and attractive display of products, making them more appealing to consumers. This transparency allows shoppers to see the actual product, enhancing their buying experience and increasing the likelihood of purchase. Manufacturers and retailers recognize the value of this enhanced presentation, especially for products such as, fresh meats, seafood, and electronics, where product visibility is essential.

Extended Shelf Life

Another significant factor driving the global skin packaging market is the ability to extend the shelf life of perishable goods. The vacuum-sealing process reduces

exposure to air and contaminants, helping products stay fresh for longer periods. This benefit is especially critical for the food industry, where spoilage is a constant concern. Skin packaging helps reduce food waste, which is environmentally responsible and also economically beneficial for businesses and consumers alike.

Versatile Packaging

The versatility of skin packaging makes it suitable for a wide range of products across various industries. It can be used for fresh foods, electronics, pharmaceuticals, and more. This adaptability means that manufacturers can use the same packaging technology for different product lines, reducing costs and streamlining their packaging processes. As businesses seek efficiency and flexibility in their operations, the versatility of skin packaging remains a compelling factor.

Rapid E-commerce Growth

The global growth of e-commerce is impacting the packaging industry, including skin packaging. With more products being shipped directly to consumers, the need for secure and visually appealing packaging has increased. The ability of skin packaging to protect products during transit and showcase them attractively upon delivery is a key driver in the e-commerce sector. As online shopping continues to expand, the demand for suitable packaging solutions such as, skin packaging is expected to rise, further driving its market growth.

Skin Packaging Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on base material, type, heat seal coating, and application.

Breakup by Base Material:

Plastic Films

Paper and Paperboard

Others

Plastic films accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the base material. This includes plastic films, paper and paperboard, and others. According

to the report, plastic films represented the largest segment.

Plastic films are a dominant segment in the skin packaging market, accounting for a substantial share. These films are typically made from materials such as polyethylene, polypropylene, or PVC (polyvinyl chloride). They offer several advantages, including excellent product visibility, moisture resistance, and the ability to conform to the shape of the product. Plastic films are widely used in the food industry for packaging fresh meats, seafood, and fruits due to their ability to extend the shelf life of perishable goods. Moreover, they are suitable for non-food applications, such as electronics and pharmaceuticals, where product protection and visibility are essential. However, the environmental impact of plastic films has raised concerns, leading to a growing demand for eco-friendly alternatives in this segment.

Paper and paperboard-based skin packaging materials are gaining popularity as sustainable packaging options. These materials are biodegradable and recyclable, aligning with the increasing emphasis on eco-friendly packaging solutions. They are often used for packaging items such as organic produce, bakery products, and small consumer goods. Paper and paperboard provide an excellent canvas for branding and product information, making them suitable for retail display. They may not offer the same level of moisture resistance as plastic films, however, advancements in coatings and laminations have improved their protective capabilities. This segment is expected to continue growing as more businesses prioritize sustainable packaging practices and cater to environmentally conscious consumers.

Breakup by Type:

Carded Skin Packaging

Non-carded Skin Packaging

Non-carded skin packaging holds the largest share in the industry

A detailed breakup and analysis of the market based on the type have also been provided in the report. This includes carded skin packaging and non-carded skin packaging. According to the report, non-carded skin packaging represented the largest segment.

Non-carded skin packaging is another significant segment in the global market. Unlike carded skin packaging, it does not use a paperboard or cardboard backing. Instead, the product is directly sealed onto a plastic film, creating a tight, protective seal. Non-carded

skin packaging is particularly favored for its cost-effectiveness. It typically uses less material compared to carded packaging, reducing packaging costs for businesses. The absence of a card also means a reduction in packaging weight, which can lead to lower shipping costs and a reduced carbon footprint. This type of skin packaging is commonly used for fresh food products such as, meats, seafood, and poultry. The vacuum-sealing process extends the shelf life of these perishable items, reducing food waste and improving product quality.

Carded skin packaging is a prominent segment within the global skin packaging market. It involves the use of a paperboard or cardboard backing (card) to enclose and protect the product, creating a visually appealing and secure package. This packaging type offers several advantages that have contributed to its popularity. Carded skin packaging provides excellent product visibility, allowing consumers to see the entire product clearly. This transparency enhances the appeal of products on retail shelves, increasing the likelihood of purchase. The card also acts as a protective barrier, preventing damage and contamination during handling and transportation. One of the key benefits of carded skin packaging is its versatility. It can be used for a wide range of products, including consumer goods, electronics, and smaller food items. This adaptability makes it a preferred choice for manufacturers across various industries.

Breakup by Heat Seal Coating:

- Water-based
- Solvent-based
- Others

The report has provided a detailed breakup and analysis of the market based on the heat seal coating. This includes water-based, solvent-based, and others.

Water-based heat seal coatings have gained prominence in the packaging industry due to their eco-friendly and safer nature compared to solvent-based coatings. These coatings are composed of water as a primary solvent, making them less harmful to the environment and human health. Water-based heat seal coatings offer several advantages as they provide excellent adhesion properties, ensuring a strong seal between the packaging material and the product inside. This is crucial for maintaining product integrity and preventing contamination or spoilage. Additionally, they exhibit low VOC (Volatile Organic Compounds) emissions, aligning with the growing demand for sustainable and less toxic packaging solutions.

Solvent-based heat seal coatings have been a traditional choice in the packaging industry, known for their strong adhesion and quick drying properties. These coatings use volatile organic solvents as carriers, which can pose environmental and health risks due to their potential to release harmful emissions. They provide robust adhesion on various substrates, including non-porous materials such as, certain plastics and foils. This makes them suitable for specific packaging applications where a strong seal is essential. However, the market for solvent-based heat seal coatings is facing increasing pressure to transition toward more sustainable alternatives due to regulatory restrictions and consumer preferences for eco-friendly packaging. Manufacturers in this segment are exploring ways to reduce the environmental impact of solvent-based coatings through innovations in solvent recovery and emission control systems.

Breakup by Application:

Food

Consumer Goods

Industrial Goods

Food holds the largest share in the industry

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes food, consumer goods, and industrial goods. According to the report, food represented the largest share.

The food packaging segment is a prominent and crucial application of skin packaging. It encompasses various food products, including fresh meat, seafood, poultry, fruits, vegetables, and processed foods. Skin packaging in the food industry is driven by its ability to provide an airtight seal, which extends the shelf life of perishable items. It also prevents freezer burn, making it ideal for frozen food packaging. The transparent, tamper-evident nature of skin packaging enhances product visibility and encourages consumer trust.

Skin packaging is widely used for consumer goods, including electronics, hardware, toys, and various retail products. In the consumer goods segment, the primary driver for skin packaging adoption is its ability to showcase the product prominently while providing a protective barrier. The transparent film allows consumers to see the product they are purchasing, which can influence their buying decisions positively. Additionally, the tamper-evident properties of skin-packaging make it a preferred choice for high-value consumer electronics and other valuable items. This feature assures consumers

of product integrity, enhancing their trust in the brand and retailer. Manufacturers in the consumer goods industry benefit from the versatility of the product, which allows for packaging products of different shapes and sizes efficiently.

Skin packaging is also utilized for packaging industrial goods, such as automotive components, machine parts, and hardware supplies. In the industrial goods segment, the focus is on protection during shipping and storage. The vacuum-sealed packaging provides a secure and robust barrier against moisture, dust, and other contaminants, safeguarding the industrial goods from damage and corrosion. The transparent nature of skin packaging is advantageous in this segment as well, allowing for easy identification of components and parts. This feature simplifies inventory management and ensures that the right parts are readily accessible when needed. As industries increasingly prioritize efficient logistics and inventory control, role of skin packaging in industrial goods packaging is likely to expand. Its durability, protective qualities, and product visibility make it a practical choice for manufacturers and suppliers in this sector.

Breakup by Region:

Asia Pacific

Europe

North America

Middle East and Africa

Latin America

North America leads the market, accounting for the largest skin packaging market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa. According to the report, North America accounted for the largest market share.

North America is a prominent region in the global skin packaging market. The region is characterized by a strong emphasis on food safety, sustainability, and consumer convenience. The United States and Canada are the primary contributors to the market in this region. The demand for skin packaging in North America is driven by the preference for visually appealing and tamper-evident packaging solutions, making it ideal for fresh produce, meats, and seafood. Furthermore, stringent regulations and standards related to food packaging and safety have propelled the adoption of skin

packaging technologies. Companies in North America are also increasingly investing in research and development to create innovative and eco-friendly packaging materials.

The Asia Pacific region is experiencing rapid growth in the skin packaging market, driven by factors such as urbanization, rising disposable incomes, and changing consumer lifestyles. Countries such as, China, India, Japan, and South Korea are the key players in this region. The growing middle-class population is increasing the demand for packaged foods and consumer goods, fueling the adoption of skin packaging. Additionally, the e-commerce boom in Asia Pacific has led to a rise in demand for secure and attractive packaging solutions. Market players in this region are focusing on cost-effective and sustainable packaging options to cater to the diverse consumer preferences.

Europe is a mature market for skin packaging, known for its strict regulations and environmental consciousness. Countries such as, Germany, the United Kingdom, and France are major contributors to the European market. The commitment of the region to reducing plastic waste has prompted companies to invest in innovative skin packaging solutions that minimize environmental impact. European consumers also value product visibility and freshness, making skin packaging a popular choice for perishable goods. Manufacturers in Europe are actively exploring bio-based and recyclable materials to align with sustainability goals.

Latin America is an emerging market for skin packaging, with countries such as, Brazil and Mexico showing significant potential. The growing middle-class population across the region is driving demand for packaged foods, pharmaceuticals, and consumer electronics. The ability of skin packaging to enhance product presentation and extend shelf life is particularly appealing in this region. Companies are also looking to differentiate their products through eye-catching packaging designs. The Latin America market is characterized by increasing competition among local and global packaging companies, resulting in innovations and a wider product portfolio.

The Middle East and Africa are witnessing steady growth in the skin packaging market. Countries such as, the United Arab Emirates, South Africa, and Saudi Arabia are key players in this region. The demand for skin packaging is fueled by the growing retail sector, which emphasizes product visibility and quality. Additionally, the preference of the region for halal-certified products has led to increased adoption of skin packaging in the food industry. As economic development continues, the demand for skin packaging is expected to rise, and manufacturers are exploring ways to incorporate sustainability into their packaging solutions.

Leading Key Players in the Skin Packaging Industry:

The key players in the market are actively engaged in various strategies to maintain and expand their market share. These strategies revolve around innovation, sustainability, and global expansion. Innovation is a focal point for leading companies in the skin packaging market. They invest heavily in research and development to create new packaging materials and technologies that offer improved product protection, shelf-life extension, and visual appeal. This includes the development of modified atmosphere packaging (MAP) and vacuum skin packaging (VSP) technologies, which are gaining popularity for their ability to enhance food preservation. Sustainability is another key driver for market leaders. Recognizing the global shift toward eco-friendly packaging, these companies are investing in sustainable packaging solutions. This involves the use of recyclable materials, reducing plastic usage, and exploring bio-based alternatives. By aligning with sustainability goals, they appeal to environmentally conscious consumers and meet regulatory requirements.

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

Sealed Air Corporation
DuPont de Nemours, Inc.
Bemis Company, Inc.
The DOW Chemical Company
WestRock Group
Berry Global Inc.
Clondalkin Group Holdings BV
LINPAC Packaging
DISPLAY PACK
G. Mondini SpA

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Latest News:

October, 2023: Berry Global has developed a lightweight tube closure solution that combines modern design and material versatility with a reduction of greenhouse gas emissions. Adding to Berry's extensive range of tube closures, the new Slimline range delivers greenhouse gas savings compared to traditional caps through a new

lightweight and low-profile design. As one of the lightest solutions currently available on the market, the closures meet customer's performance requirements and underline Berry's commitment to minimize the use of virgin plastic.

October, 2023: The Dow Chemical Company in the skin packaging industry has launched two new sustainable ionomers grades called SURLYN REN and SURLYN CIR. These grades are made from renewable and circular feedstocks, such as bio-waste and mixed plastic waste. It is also focusing on accelerating its sustainable portfolio transformation with new product launches at industry events.

Key Questions Answered in This Report:

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

What are the drivers, restraints, and opportunities in the global skin packaging market?

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

What are the key regional markets?

Which countries represent the most attractive skin packaging market?

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

Which is the most attractive base material in the skin packaging market?

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

Which is the most attractive type in the skin packaging market?

What is the breakup of the market based on the heat seal coating?

Which is the most attractive heat seal coating in the skin packaging market?

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

Which is the most attractive application in the skin packaging market?

What is the competitive structure of the market?

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

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 SKIN PACKAGING MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Base Material
- 5.5 Market Breakup by Type
- 5.6 Market Breakup by Heat Seal Coating
- 5.7 Market Breakup by Application
- 5.8 Market Breakup by Region
- 5.9 Market Forecast

6 MARKET BREAKUP BY BASE MATERIAL

- 6.1 Plastic Films
 - 6.1.1 Market Trends

- 6.1.2 Market Forecast
- 6.2 Paper and Paperboard
 - 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 TYPE

- 7.1 Carded Skin Packaging
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Non-Carded Skin Packaging
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY HEAT SEAL COATING

- 8.1 Water-based
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Solvent-based
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Others
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast

9 MARKET BREAKUP BY APPLICATION

- 9.1 Food
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Consumer Goods
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Industrial Goods
 - 9.3.1 Market Trends

9.3.2 Market Forecast

10 MARKET BREAKUP BY REGION

10.1 Asia Pacific

10.1.1 Market Trends

10.1.2 Market Forecast

10.2 Europe

10.2.1 Market Trends

10.2.2 Market Forecast

10.3 North America

10.3.1 Market Trends

10.3.2 Market Forecast

10.4 Middle East and Africa

10.4.1 Market Trends

10.4.2 Market Forecast

10.5 Latin America

10.5.1 Market Trends

10.5.2 Market Forecast

11 SWOT ANALYSIS

11.1 Overview

11.2 Strengths

11.3 Weaknesses

11.4 Opportunities

11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

13.1 Overview

13.2 Bargaining Power of Buyers

13.3 Bargaining Power of Suppliers

13.4 Degree of Competition

13.5 Threat of New Entrants

13.6 Threat of Substitutes

14 PRICE ANALYSIS

14.1 Price Indicators

14.2 Price Structure

14.3 Margin Analysis

15 COMPETITIVE LANDSCAPE

15.1 Market Structure

15.2 Key Players

15.3 Profiles of Key Players

15.3.1 Sealed Air Corporation

15.3.2 DuPont de Nemours, Inc.

15.3.3 Bemis Company, Inc.

15.3.4 The DOW Chemical Company

15.3.5 WestRock group

15.3.6 Berry Global Inc.

15.3.7 Clondalkin Group Holdings BV

15.3.8 LINPAC Packaging

15.3.9 DISPLAY PACK

15.3.10 G. Mondini SpA

List Of Tables

LIST OF TABLES

Table 1: Global: Skin Packaging Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Skin Packaging Market Forecast: Breakup by Base Material (in Million US\$), 2024-2032

Table 3: Global: Skin Packaging Market Forecast: Breakup by Type (in Million US\$), 2024-2032

Table 4: Global: Skin Packaging Market Forecast: Breakup by Heat Seal Coating (in Million US\$), 2024-2032

Table 5: Global: Skin Packaging Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 6: Global: Skin Packaging Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Skin Packaging Market Structure

Table 8: Global: Skin Packaging Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Skin Packaging Market: Major Drivers and Challenges

Figure 2: Global: Skin Packaging Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Skin Packaging Market: Breakup by Base Material (in %), 2023

Figure 4: Global: Skin Packaging Market: Breakup by Type (in %), 2023

Figure 5: Global: Skin Packaging Market: Breakup by Heat Seal Coating (in %), 2023

Figure 6: Global: Skin Packaging Market: Breakup by Application (in %), 2023

Figure 7: Global: Skin Packaging Market: Breakup by Region (in %), 2023

Figure 8: Global: Skin Packaging Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 9: Global: Skin Packaging Industry: SWOT Analysis

Figure 10: Global: Skin Packaging Industry: Value Chain Analysis

Figure 11: Global: Skin Packaging Industry: Porter's Five Forces Analysis

Figure 12: Global: Skin Packaging (Plastic Films) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Skin Packaging (Plastic Films) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Skin Packaging (Paper and Paperboard) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Skin Packaging (Paper and Paperboard) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Skin Packaging (Other Base Materials) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Skin Packaging (Other Base Materials) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Skin Packaging (Carded Skin Packaging) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Skin Packaging (Carded Skin Packaging) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Skin Packaging (Non-Carded Skin Packaging) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Skin Packaging (Non-Carded Skin Packaging) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: Global: Skin Packaging (Water-based) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Skin Packaging (Water-based) Market Forecast: Sales Value (in

Million US\$), 2024-2032

Figure 24: Global: Skin Packaging (Solvent-based) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Skin Packaging (Solvent-based) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Skin Packaging (Other Heat Seal Coatings) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Skin Packaging (Other Heat Seal Coatings) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Skin Packaging (Food) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: Skin Packaging (Food) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Global: Skin Packaging (Consumer Goods) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Global: Skin Packaging (Consumer Goods) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Global: Skin Packaging (Industrial Goods) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Global: Skin Packaging (Industrial Goods) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Asia Pacific: Skin Packaging Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Asia Pacific: Skin Packaging Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Europe: Skin Packaging Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Europe: Skin Packaging Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: North America: Skin Packaging Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: North America: Skin Packaging Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: Middle East and Africa: Skin Packaging Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: Middle East and Africa: Skin Packaging Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Latin America: Skin Packaging Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Latin America: Skin Packaging Market Forecast: Sales Value (in Million

US\$), 2024-2032

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