

# **Strapping Materials Market Report by Material (Steel, Polypropylene, Polyester), Application (Industrial Logistics and Warehouse, Food and Beverage, Corrugated Cardboard and Paper, Newspaper and Graphics, Building and Construction, Metal), and Region 2024-2032**

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## **Abstracts**

The global strapping materials market size reached US\$ 7.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 11.1 Billion by 2032, exhibiting a growth rate (CAGR) of 5.1% during 2024-2032. The rising focus on using cost-efficient processes of unitizing, packaging, and palletizing food products is primarily driving the market.

**Strapping Materials Market Analysis:**

**Major Market Drivers:** The widespread adoption of paper and corrugated cardboard as a packaging solution to protect goods from damage and vibration while handling and shipping is bolstering the market. Moreover, the increasing air cargo transportation is also acting as another significant growth-inducing factor.

**Key Market Trends:** The growing penetration of online retail outlets is one of the emerging trends stimulating the market. In addition to this, the expanding applications of these materials in the e-commerce industry are further creating a positive outlook for the market.

**Competitive Landscape:** Some of the prominent companies in the global market include Crawford Packaging Inc., Cyklop GmbH, Dynaric Inc., Martin Packaging Limited, Mosca GmbH, Plastofine Industries, Polychem Corporation, Signode Industrial Group LLC (Crown Holdings Inc.), Strapack Corporation, Tesa Tapes (India) Private Ltd., TITAN Umreifungstechnik GmbH & Co. KG, and Unipack Trading Inc., among many others.

**Geographical Trends:** Asia-Pacific exhibits a clear dominance in the market, owing to the elevating number of warehouses, coupled with the rising building and construction activities. Apart from this, stringent government regulations on food safety and hygiene are also strengthening the regional market.

**Challenges and Opportunities:** The high costs of raw materials can hinder overall market growth. However, the widespread investments by key players in developing sustainable alternatives and enhancing production processes will continue to drive the market in the coming years.

### Strapping Materials Market Trends: Demand for Eco-Friendly Materials

The growing consumer environmental consciousness is escalating the demand for sustainable solutions, which is propelling the market. As a result, prominent players are keen on adopting compostable and biodegradable strapping. For instance, in May 2024, Antalis, one of the paper, packaging, and visual communication product suppliers, added Ultima GC1, a blue-white premium paperboard, to its product portfolio. Moreover, Ultima GC1 is manufactured with solid bleached sulfate pulp, offering benefits, including high stiffness and a smooth top surface that is suitable for finishing and printing. Besides this, it is a reliable paperboard that can improve a product's presentation while helping toward sustainable development goals. Additionally, the growing adoption of recycled materials to reduce the usage of fossil fuels is also stimulating the global market. For example, in January 2023, Mosca released its first sustainability report revealing its "Nonstop Responsibility 2027" environmental strategy. In line with this, the company emphasizes on strapping machines for end-of-line packaging. Part of its goal includes going beyond working with bioPP and other alternative materials. Furthermore, in March 2023, Mosca Group displayed an end-of-line packaging system, a high-performance strapping machine designed for industry 4.0 applications, at the trade show Interpack in Düsseldorf, Germany. As per the Council of Foreign Relations, global energy-related CO<sub>2</sub> emissions grew by 0.9% or 321 metric tons in 2022, reaching a high of over 36.8 gigatons. Consequently, through international agreements like the Paris Climate Agreement and the Kyoto Protocol, regulatory authorities are pledging to achieve carbon neutrality. This, in turn, is positively influencing the strapping materials market outlook. For example, in April 2024, Mosca showcased its Sonix M-RI machine at the Packaging trade show Empact in Gorinchem, the Netherlands. It is specially designed for long products that can be strapped in numerous positions and is environmentally friendly. Apart from this, the elevating popularity of circular economy practices is catalyzing the market. In April 2023, Mondi collaborated with Swiss converter ATS-Tanner to introduce a paper band to hold products or bundles, thereby

minimizing unnecessary plastic usage. Moreover, in March 2024, Seaman Paper, one of the global manufacturers of environmentally sustainable specialty packaging and paper solutions, launched SeaStretch, a patented lightweight paper-based strapping materials alternative to single-use plastic stretch film used to wrap and contain storage and shipping loads. These innovations will continue to fuel the strapping materials market demand over the foreseeable future.

### Need for Flexible Packaging

The expanding e-commerce industry is increasing the demand for reliable strapping solutions to ensure secure and safe packaging during transportation. For example, in September 2023, Mondi partnered with pallet-wrapping machinery manufacturer Robopac to develop a paper-based wrapping solution for use in pallet storage and transportation. Additionally, the solution involves leveraging Mondi's Advantage Stretch Wrap, a kraft paper created with responsibly sourced and renewable materials that are resistant to punctures and can absorb high amounts of tension. Besides this, there is an escalating requirement for customizable systems to cater to diverse packaging requirements in the logistics and e-commerce industries, which is elevating the strapping materials market revenue. For instance, in October 2023, PAC Machinery, one of the packaging equipment manufacturers based in San Rafael, California, launched the PAC FW 650SI Servo Box Motion Inverted Flow Wrapper that has a 13.75-inch-wide end seal jaw to accommodate products up to 12 inches wide or 8 inches high. Moreover, it is ideal for delicate products packaged with a continuous motion. In addition to this, brands, including Gabriel, produce pet straps from 9mm to 32mm in width and thickness ranging from 0.70mm to 1.30mm. The company also offers customized bulk packaging solutions to various sectors, such as paper, waste cloth, cotton bales, fiber, packaging, etc.

### Advancements in Automated Machines

Key players are focusing on integrating novel technologies in strapping machines for minimized labor costs and increased efficiency. For instance, in April 2024, Ranpak Holdings Corp., one of the global providers of environmentally friendly and sustainable paper-based packaging solutions for e-commerce and industrial supply chains, announced the introduction of a compact powered converter that delivers an optimal mix of simplicity and productivity. Moreover, it can assist shippers in conserving space and maximizing throughput across the warehouse. This, in turn, is one of the strapping materials market's recent opportunities. Furthermore, the introduction of end-of-line transit packaging solutions is also acting as another significant growth-inducing factor.

For example, in April 2024, Signode developed the Endra Horizontal Strapping System that has specifically emerged as an effective solution for packaging temperature-sensitive products and adjusting workflows. Apart from this, the incorporation of smart technologies in strapping machines for maintenance alerts, real-time monitoring, improved operational efficiency, etc., is gaining extensive traction. In March 2024, EAM-Mosca showcased the latest additions to its growing portfolio of automated end-of-line strapping and wrapping machines at the MODEX exhibition. Additionally, in April 2024, Sapphire Curtains & Cargo Control, a key subsidiary of Don-Bur, announced the introduction of its innovative automated curtain strapping machine that enables the welding of wear bands and webbing straps to curtain PVC material with unmatched efficiency and quality.

#### Global Strapping Materials Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with the strapping materials market forecast at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on the material and application.

#### Breakup by Material:

Steel

Polypropylene

Polyester

Among these, polypropylene currently exhibits a clear dominance in the market

The report has provided a detailed breakup and analysis of the market based on the material. This includes steel, polypropylene, and polyester. According to the report, polypropylene represented the largest market segmentation.

Polypropylene, due to its versatile and cost-effective nature, caters to diverse packaging requirements in the logistics and e-commerce industries. Polypropylene strapping is known for its flexibility, lightweight, and high tensile strength, making it ideal for securing a wide range of products, from lightweight parcels to heavier packages. Its ability to withstand varying weather conditions and resist corrosion further enhances its appeal. Additionally, the ease of handling and application with automated strapping machines boosts operational efficiency, making polypropylene a preferred choice for businesses aiming to streamline their packaging processes while maintaining cost-effectiveness. For example, in October 2023, Repsol and Signode partnered to introduce a ready-to-

use strap for high-tenacity applications made of a polypropylene (PP) compound with 30% recycled content. As per the strapping materials market statistics, these attributes, combined with the growing demand for secure and reliable packaging solutions in the booming e-commerce and logistics sectors, have positioned polypropylene as the leading strapping material.

Breakup by Application:

Industrial Logistics and Warehouse

Food and Beverage

Corrugated Cardboard and Paper

Newspaper and Graphics

Building and Construction

Metal

Currently, industrial logistics and warehouse holds the largest strapping materials market share

The report has provided a detailed breakup and analysis of the market based on the application. This includes industrial logistics and warehouse, food and beverage, corrugated cardboard and paper, newspaper and graphics, building and construction, and metal. According to the report, industrial logistics and warehouse represented the largest market segmentation.

The strapping materials used in industrial logistics and warehouse are essential for stabilizing loads during transit, preventing damage, and facilitating the safe handling of goods. The rapid growth of e-commerce and global trade has significantly increased the volume of goods being moved, stored, and distributed, thereby driving the demand for robust strapping solutions. For instance, in January 2024, TVS Industrial & Logistics Parks Pvt Ltd., the Mumbai-based entity under the TVS Mobility Group, planned to invest approximately ₹1,500 Crore next financial year to expand its warehousing spaces in smaller and emerging cities like Guwahati, Siliguri, Indore, etc. Additionally, the need for improved operational efficiency in warehouses has led to the adoption of automated strapping systems, which require reliable and high-quality strapping materials. The emphasis on reducing packaging waste and enhancing sustainability has further spurred the demand for recyclable and eco-friendly strapping options, which is increasing the strapping materials market's recent price. These factors, combined with the diverse range of applications in securing pallets, bundling products, and reinforcing containers, have solidified the position of industrial logistics and warehouses as the

largest market segment for strapping materials.

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 currently dominates the market

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); 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 the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

As per the strapping materials market overview, the launch of favorable policies by

government bodies in countries, such as India, to minimize the usage of plastic materials, is augmenting the market in Asia Pacific. For instance, Think-Tank Empower India delved into the retail industry's practices, especially e-commerce, to tackle the use of plastic in packaging. Among the key players, Amazon saved roughly 97,222 metric tons of single-use plastic in 2021. Following closely, Flipkart also aims to eliminate all single-use plastic in Indian fulfillment centers. As a result, there is a growing requirement for paper strapping materials. Furthermore, technological advancements, such as automatic strapping machines, will continue to offer lucrative growth opportunities to end-users and industry investors in Asia-Pacific over the forecasted period. For instance, in June 2024, Krishca Strapping Solutions Limited, one of the manufacturers and wholesalers of high-tensile steel straps based in Mumbai, India, achieved a significant milestone by surpassing Rs. 100 Crore in revenue for FY24.

#### Competitive Landscape:

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

Crawford Packaging Inc.  
Cyklop GmbH  
Dynaric Inc.  
Martin Packaging Limited  
Mosca GmbH  
Plastofine Industries  
Polychem Corporation  
Signode Industrial Group LLC (Crown Holdings Inc.)  
Strapack Corporation  
Tesa Tapes (India) Private Ltd.  
TITAN Umreifungstechnik GmbH & Co. KG  
Unipack Trading Inc.

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

#### Strapping Materials Market Recent Developments:

April 2024: Signode launched the Endra Horizontal Strapping System, which is gaining widespread traction as an effective solution for packaging temperature-sensitive products and adjusting workflows.

April 2024: Sapphire Curtains & Cargo Control, a key subsidiary of Don-Bur, developed its innovative automated curtain strapping machine that enables the welding of wear bands with enhanced efficiency and quality.

March 2024: Seaman Paper, one of the manufacturers of environmentally sustainable specialty packaging solutions, introduced SeaStretch, a patented lightweight paper-based strapping materials alternative to single-use plastic stretch film used to wrap and contain shipping loads.

### Key Questions Answered in This Report

1. What was the size of the global strapping materials market in 2023?
2. What is the expected growth rate of the global strapping materials market during 2024-2032?
3. What are the key factors driving the global strapping materials market?
4. What has been the impact of COVID-19 on the global strapping materials market?
5. What is the breakup of the global strapping materials market based on the material?
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7. What are the key regions in the global strapping materials market?
8. Who are the key players/companies in the global strapping materials market?



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