

# **Vacuum Packaging Market Report by Process (Skin Vacuum Packaging, Shrink Vacuum Packaging, and Others), Material (Polyethylene, Polyamide, Ethylene Vinyl Alcohol, and Others), Machinery (Thermoformers, External Vacuum Sealers, Tray-sealing Machines, and Others), Pack Type (Flexible Packaging, Semi-rigid Packaging, Rigid Packaging), Application (Food, Pharmaceuticals, Industrial Goods, and Others), and Region 2024-2032**

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## **Abstracts**

The global vacuum packaging market size reached US\$ 28.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 39.2 Billion by 2032, exhibiting a growth rate (CAGR) of 3.61% during 2024-2032. The emerging technological advancements, expanding applications in the pharmaceutical sector, and the increasing demand in the food and beverage (F&B) industry as efficient and secure packaging solutions, are some of the factors propelling the market.

Vacuum packaging is a method of food preservation that involves removing air from the packaging before sealing it. It creates a low-oxygen environment, which helps to extend the shelf life of perishable goods. It prevents the growth of aerobic bacteria, which require oxygen to thrive and cause food spoilage by removing the air, the risk of oxidation and the growth of mold and yeast is also reduced. It is commonly used in the food industry to pack several products, including meats, cheeses, fruits, and vegetables. Additionally, it offers several benefits, such as preserving the freshness, flavor, and nutritional value of the food. It also helps to prevent freezer burn in frozen items.

The market is primarily driven by the increasing demand for extended shelf life and preservation of perishable food products. Additionally, vacuum packaging creates a low-oxygen environment, inhibiting the growth of spoilage-causing microorganisms and reducing the risk of foodborne illnesses, thus influencing market growth. Moreover, the growing e-commerce and online food delivery services are stimulating the adoption of vacuum packaging, thus increasing the need for efficient and secure packaging solutions to maintain product integrity during transit which represents another major growth-inducing factor. Along with this, vacuum-sealed packaging helps preserve the quality of food items, ensuring they reach consumers in optimal condition, which aligns with the growing consumer preference for convenience and quality, thus accelerating market growth. Furthermore, the increasing awareness of environmental sustainability led to the adoption these packaging solutions to reduce the need for preservatives and additives, leading to an eco-friendlier packaging solution thus creating a positive market outlook.

#### Vacuum Packaging Market Trends/Drivers:

The emerging technological advancements

The development of smart sensors embedded within vacuum-sealed packages can monitor and transmit real-time data on temperature, humidity, and gas composition, ensuring optimal storage conditions and enhancing product quality control, thus influencing market growth. Moreover, numerous technological advancements and the integration of advanced equipment that incorporates precise controls and allows for customizable vacuum levels and sealing parameters tailored to specific product requirements represent another major growth-inducing factor. This level of precision ensures that delicate items, such as electronics or pharmaceuticals, maintain their integrity while optimizing packaging efficiency. Besides this, the incorporation of robotics and automation capable of intricated packaging maneuvers, reduces the risk of human error, enhances consistency, and excels in handling intricate or irregularly shaped items, ensuring secure sealing and packaging quality thus accelerating the market growth. Furthermore, innovations led to the development of packaging methods that minimize packaging material waste such as modified atmosphere packaging (MAP) combines vacuum packaging with controlled gas mixtures, extending shelf life while conserving resources which is valuable for perishable items, which the optimal gas composition can delay spoilage and maintain freshness thus creating a positive market outlook.

The rising product adoption in the pharmaceutical sector

The significant growth and influence of vacuum packing in the expanding pharmaceutical industry are influencing the market growth. Additionally, it helps preserve the potency and stability of pharmaceutical products that are highly susceptible to oxygen and moisture, which can compromise their effectiveness, thus contributing to market growth. Moreover, the increasing demand for secure and reliable packaging solutions ensures that pharmaceutical products reach consumers in optimal condition, thereby maintaining their therapeutic value and upholding patient safety representing another major growth-inducing factor. Besides this, the rise of personalized medicine, biologics, and specialized drug formulations requires precise temperature and humidity control to maintain their efficacy thus accelerating the market growth. Furthermore, the increasing demand for vacuum packaging for ensuring product stability, safety, and quality in the pharmaceutical industry for innovative packaging solutions that align with evolving medical advancements are creating a positive market outlook.

The increasing demand in the food and beverage (F&B) industry

The rising demand for packaging solutions to keep products fresh while extending their shelf life is influencing market growth. In addition, the packaging solution preserves the quality, flavor, and texture of food products for an extended period, giving manufacturers a competitive edge by offering longer-lasting and fresher products to consumers, thus contributing to market growth. Moreover, the widespread adoption of packaging solutions ensures that perishable food items can withstand longer transportation times without compromising quality which is beneficial for exporting and importing food products across international borders representing another major growth-inducing factor. Besides this, the increasing demand for packaging offers a strong barrier against external contaminants such as bacteria, mold, and dust, thereby significantly reducing the risk of foodborne illnesses, thus accelerating the market growth.

Vacuum Packaging Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global vacuum packaging market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on process, material, machinery, pack type and application.

Breakup by Process:

Skin Vacuum Packaging

## Shrink Vacuum Packaging Others

Skin vacuum packaging represents the most used process

The report has provided a detailed breakup and analysis of the market based on the process. This includes skin vacuum packaging, shrink vacuum packaging, and others. According to the report, skin vacuum packaging accounted for the largest market share.

Skin vacuum packaging is a specialized process that involves fitting a thin, flexible film directly onto the product and then applying a vacuum to remove the air between the product and the film. The result is a tight and form-fitting package that adheres closely to the contours of the item, enhancing its appearance and protection. Moreover, it offers several advantages that contribute to its prominence, and provides an effective oxygen barrier, extending the shelf life of products while maintaining their visual appeal which represents another major growth-inducing factor.

Besides this, the transparency of the packaging allows consumers to clearly view the product, promoting transparency and influencing purchasing decisions, thus accelerating the market growth. Additionally, the vacuum-sealed film helps prevent freezer burn and moisture infiltration, enhancing food quality and reducing waste, thus contributing to the market growth. Furthermore, the skin vacuum packaging process is highly adaptable to various product shapes and sizes, making it suitable for food and non-food items, thus creating a positive market outlook.

### Breakup by Material:

Polyethylene  
Polyamide  
Ethylene Vinyl Alcohol  
Others

Polyethylene holds the largest share in the market

A detailed breakup and analysis of the market based on the material has also been provided in the report. This includes polyethylene, polyamide, ethylene vinyl alcohol, and others. According to the report, polyethylene accounted for the largest market share.

Polyethylene is a versatile material that address essential packaging needs across various industries. Its widespread adoption can be attributed to its exceptional barrier properties against oxygen and moisture, crucial factors for preserving product freshness and extending shelf life. Polyethylene's flexibility allows it to conform to different product shapes, ensuring a secure and airtight seal.

Moreover, its cost-effectiveness makes it an attractive choice for manufacturers seeking efficient packaging solutions without compromising quality. Polyethylene's compatibility with different packaging equipment ensures seamless integration into existing production processes, facilitating operational efficiency.

Besides this, the food and beverage industry, in particular, benefits from polyethylene's ability to maintain the flavor, texture, and nutritional value of products, enhancing consumer satisfaction is accelerating market growth. Along with this, the easy availability and recyclability contribute to sustainable packaging practices, aligning with the increasing demand for eco-friendly options thus propelling the market growth.

Breakup by Machinery:

Thermoformers

External Vacuum Sealers

Tray-sealing Machines

Others

Thermoformers presently account for the largest market share

A report has provided a detailed breakup and analysis of the market based on the machinery. This includes thermoformers, external vacuum sealers, tray-sealing machines, and others. According to the report, thermoformers accounted for the largest market share.

Thermoformers technology significantly transforms the packaging industry due to its versatility, efficiency, and adaptability to various product types. Thermoformers are adept at creating custom-designed packaging by shaping plastic materials to precisely fit the contours of the product, ensuring optimal protection and presentation.

Moreover, the widespread adoption of thermoformers due to their ability to accommodate small-scale and large-scale production needs while offering enhanced control over vacuum levels and sealing parameters, resulting in consistent and reliable

packaging quality represents another major growth-inducing factor.

Besides this, thermoformers offer cost-effectiveness, as they enable manufacturers to optimize material usage through precise customization which reduces packaging waste and contributes to sustainable practices, thus propelling the market growth. Along with this, thermoformers also excel in accommodating numerous product sizes, shapes, and materials, making them suitable for diverse industries and packaging requirements, augmenting market growth.

Breakup by Pack Type:

Flexible Packaging

Semi-rigid Packaging

Rigid Packaging

Flexible packaging dominates the market

A report has provided a detailed breakup and analysis of the market based on the pack type. This includes flexible packaging, semi-rigid packaging, and rigid packaging. According to the report, flexible packaging accounted for the largest market share.

Flexible packaging offers versatility in design, allowing manufacturers to customize packaging solutions to several product shapes and sizes, enhancing branding opportunities and shelf appeal thus influencing market growth. Moreover, its lightweight nature reduces transportation costs and contributes to sustainability efforts by minimizing material usage and carbon footprint which represents another major growth-inducing factor.

Besides this, flexible packaging creates an airtight seal and effectively removes air from the package, creating a controlled environment that prolongs product shelf life and preserves freshness, thus augmenting the market growth. Along with this, numerous advancements in flexible packaging materials and technologies led to improved barrier properties, better protection against external elements, and enhanced product safety thus propelling the market growth.

Breakup by Application:

Food

Pharmaceuticals

Industrial Goods

Others

Food presently represents the leading application segment

A report has provided a detailed breakup and analysis of the market based on the application. This includes food, pharmaceuticals, industrial goods, and others.

According to the report, food accounted for the largest market share.

The increasing demand in the food industry due to its numerous benefits makes it an indispensable solution for preserving product quality and extending shelf life, thus contributing to market growth. It creates an oxygen-deprived environment, effectively inhibiting the growth of spoilage-causing microorganisms and delaying the deterioration of food products.

Moreover, the rise of e-commerce and online food delivery services led to the widespread adoption of vacuum packaging solutions that can maintain product integrity during transportation for meeting customer expectations and ensuring the safe delivery of perishable goods represents another major growth-inducing factor. It also minimizes the risk of contamination, enhances convenience, and contributes to a positive consumer experience. Furthermore, manufacturers and retailers across the food industry are increasingly relying on packaging solutions to meet these evolving consumer preferences and market demands, thus creating a positive market outlook.

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 in the market

The 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 market is driven by rapid industrialization, urbanization, and the expanding food and beverage (F&B) sector. In addition, the rising demand for efficient packaging solutions, and consumer preferences toward packaged and preserved products are escalating the demand for extended shelf-life products and enhanced safety, thus contributing to the market growth. Moreover, the growing popularity of e-commerce and online food delivery services in the Asia Pacific region has significantly contributed to market growth. Along with this, as more consumers turn to convenient online shopping, the requirement for secure and efficient packaging solutions that maintain product quality during transit is propelling market growth.

North America market is primarily driven by several technological advancements, evolving consumer habits, a strong focus on food safety, and expanding industrial sector are providing a positive thrust to the market growth. Besides this, the Europe market is driven by the stringent regulatory landscape and the growing emphasis on sustainable packaging solutions are contributing to the demand for vacuum-sealed solutions.

**Competitive Landscape:**

At present, key players in the market are implementing strategic initiatives to strengthen



their position and capitalize on market opportunities. These actions encompass a range of approaches aimed at enhancing product offerings, expanding market reach, and driving innovation. Additionally, companies are investing in research and development (R&D) to introduce innovative packaging solutions including the development of new packaging materials, specialized barrier films, and improved packaging machinery. Moreover, they are catering to diverse industries and client requirements and focusing on providing customized packaging solutions. Besides this, companies are embracing technology-driven solutions, such as incorporating Internet of Things (IoT) sensors in packaging, offering real-time data insights to customers and manufacturers that aid in monitoring product conditions, ensuring quality, and improving supply chain management.

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:

Amtcor plc  
Coveris Holdings S.A.  
Dow Inc.  
Kite Packaging Ltd  
Kl?ckner Pentaplast  
Nemco Machinery A/S  
Plastopil Hazorea Company Ltd.  
Sealed Air Corporation  
Sealer Sales Inc.  
U.S. Packaging & Wrapping LLC  
ULMA Packaging  
Wells Can Company Ltd  
Winpak Ltd.

#### Recent Developments:

In September 2022, ULMA Packaging, introduced an Innovative thermoformer-based solution with zero base scrap for LeafSkin packaging which is a sustainable packaging solution that developed a new model of thermoforming machine to package fresh products in vacuum skin packs on a flat cardboard base. It is equipped with an innovative bottom film traction system without a chain, so the LeafSkin<sup>TM</sup> packaging produced by our customers retains all of the base material, regardless of its width. In May 2023, Sealed Air Corporation, announced their officially changed corporate brand to SEE, taking the next step in reinventing the company to deliver packaging

solutions.

In May 2023, Amcor Plc, announces its intent to acquire Moda Systems, a leading manufacturer of advanced, automated packaging machines to offer a fully integrated, production-ready fresh packaging solution.

### Key Questions Answered in This Report

1. What was the size of the global vacuum packaging market in 2023?
2. What is the expected growth rate of the global vacuum packaging market during 2024-2032?
3. What are the key factors driving the global vacuum packaging market?
4. What has been the impact of COVID-19 on the global vacuum packaging market?
5. What is the breakup of the global vacuum packaging market based on the process?
6. What is the breakup of the global vacuum packaging market based on the material?
7. What is the breakup of the global vacuum packaging market based on the machinery?
8. What is the breakup of the global vacuum packaging market based on the pack type?
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11. Who are the key players/companies in the global vacuum packaging market?

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