

Global Velvet Lamination Films Market Growth 2026-2032

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Abstracts

The global Velvet Lamination Films market size is predicted to grow from US\$ 126 million in 2025 to US\$ 167 million in 2032; it is expected to grow at a CAGR of 4.1% from 2026 to 2032.

Velvet lamination film, also commonly referred to as soft touch lamination film, is a functional post press lamination film used in premium printing and packaging. By creating a fine matte tactile layer on a base film, it delivers a silky velvet like hand feel while maintaining a low gloss appearance, and it also improves abrasion and scuff resistance so that both touch experience and perceived quality can be translated into pricing premium. Typical constructions rely on substrates such as BOPP or PET, combined with coating or extrusion lamination to form the bonding layer, enabling both wet lamination and thermal lamination processes. Suppliers also extend the portfolio to black velvet versions and digital print compatible versions to address surface consistency on dark prints and the adhesion and bonding strength requirements associated with digital inks. The film is widely used for luxury cartons and gift boxes for cosmetics, spirits, perfumes, watches, and jewelry, as well as high end graphic products such as coffee table books, book covers, premium magazines, brochures, manuals, and similar printed collateral, and it also serves shopping bags and certain decorative label applications. Downstream buyers are typically printers, laminators, and packaging converters, and selection criteria center on tactile consistency, durability performance, bonding strength, and compatibility with post lamination finishing such as foil stamping and spot UV. Some manufacturers publish quantifiable specifications such as rub cycles, gloss and haze levels, thickness, roll width, and roll length to guide equipment matching and quality control, and they use customizable substrates and coating chemistries to balance feel, appearance, and long term durability.

The value of velvet lamination film comes from bringing tactile experience into the core competitiveness of brand packaging and graphic printing. It delivers not only a premium matte look but also a delicate hand feel that becomes a memorable touchpoint when consumers handle the pack, thereby enabling high end packaging to differentiate both on shelf and during unboxing. Demand from luxury cartons, especially for spirits, perfumes, watches, jewelry, and cosmetics, shows that tactile upgrading can stack with visual finishing such as foil stamping and spot UV to turn packaging into a perceivable brand asset. Meanwhile, graphic products such as book covers, coffee table books, premium magazines, brochures, and manuals are adopting the same logic, where soft touch lamination shifts from a protective layer to an expressive layer, helping printed media justify a higher price band through both touch and appearance.

From the supply and process perspective, the industry is iterating along two main tracks, durability against scuff and scratch, and bonding reliability. Some products publish rub cycles, gloss, and haze, translating a subjective soft touch experience into quantifiable quality control language that reduces selection uncertainty for printers, laminators, and packaging converters. Wet lamination and thermal lamination run in parallel, and portfolios expand toward black velvet versions and digital print compatible versions to address surface consistency on dark prints and adhesion under digital ink systems. Compatibility with finishing such as foil stamping and spot UV is increasingly tied to scalability, pushing manufacturers to optimize surface chemistry and hardness control to balance hand feel and adhesion.

Regionally, Asian supply chains have advantages in specification coverage and delivery efficiency. Mainland China and Taiwan, China suppliers often disclose thickness, width, and roll length ranges together with process compatibility, enabling faster downstream equipment matching and stable repeat ordering. Japanese players continue to develop niche functional films and adhesion enhanced options, while Korean suppliers show integrated capability from BOPP base film to EVA coating, indicating expandable potential at the coating and lamination manufacturing stage. In major demand regions, durability metrics and compliance attributes are gaining weight alongside the rising importance of tactile branding, supporting continued penetration from niche premium to broader high quality lamination choices.

LP Information, Inc. (LPI) ' newest research report, the "Velvet Lamination Films Industry Forecast" looks at past sales and reviews total world Velvet Lamination Films sales in 2025, providing a comprehensive analysis by region and market sector of projected Velvet Lamination Films sales for 2026 through 2032. With Velvet Lamination Films sales broken down by region, market sector and sub-sector, this report provides a

detailed analysis in US\$ millions of the world Velvet Lamination Films industry.

This Insight Report provides a comprehensive analysis of the global Velvet Lamination Films landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Velvet Lamination Films portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Velvet Lamination Films market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Velvet Lamination Films and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Velvet Lamination Films.

This report presents a comprehensive overview, market shares, and growth opportunities of Velvet Lamination Films market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Thermal Velvet Film

Wet Velvet Film

Segmentation by Surface Feel And Visual Appearance Grade:

Velvet-Touch Matte

Soft-Touch Silky Velvet

Other

Segmentation by Durability And Protection Features:

Rub And Scuff Resistance

Abrasion And Scratch Resistance

Anti-Fingerprint

Segmentation by Application:

Luxury Packaging

Paperboard Packaging

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Cosmo Films

DUNMORE

GR Material

Greentech Film

Guangdong Decro Film New Materials Co., Ltd.

Guangdong EKO Film Manufacture Co., Ltd.

T-HUA Material Co., Ltd.

Taghleef Industries

Tokyo Laminex Co., Ltd.

YIDU

Key Questions Addressed in this Report

What is the 10-year outlook for the global Velvet Lamination Films market?

What factors are driving Velvet Lamination Films market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Velvet Lamination Films market opportunities vary by end market size?

How does Velvet Lamination Films break out by Type, by Application?

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