

# Shrink Plastic Film Market Report: Trends, Forecast and Competitive Analysis to 2031

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## Abstracts

2 – 3 business days after placing order

### Shrink Plastic Film Trends and Forecast

The future of the global shrink plastic film market looks promising with opportunities in the consumer electronics, industrial, automotive & transportation, ICT (information and communications technology), and aerospace & defense markets. The global shrink plastic film market is expected to reach an estimated \$3.8 billion by 2031 with a CAGR of 4.1% from 2025 to 2031. The major drivers for this market are the growing demand for automation technology and the rising demand in the field of power infrastructure.

Lucintel forecasts that, within the container type category, bottles will remain the largest segment over the forecast period.

Within the application category, water will remain the largest segment due to the growth in demand for packaged water, which has driven the market for shrink wraps for water bottles.

In terms of regions, APAC is expected to witness the highest growth over the forecast period due to the region's high population density and rising purchasing power, customers are increasingly searching for a variety of convenient food and drink alternatives that they can grab on the go.

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Emerging Trends in the Shrink Plastic Film Market

The trends in shrink plastic film are emerging as a result of technological upgrades and changing lifestyles. These trends have altered the business landscape, affecting both consumption and production patterns.

**Eco-Friendly Packaging:** The demand for sustainability has led to developments in biodegradable and recyclable shrink films. Businesses have responded to the increasing consumer demand by addressing brand value objectives and increasing their commitment to compliance with rules and regulations.

**Innovations in Production Technology:** New manufacturing technologies, beyond extrusion and printing methodologies, are upgrading the quality and efficiency of shrink film. These innovations improve the clarity, strength, and barrier properties of the films.

**Customization and Aesthetics:** Personalization is an emerging trend adopted by various brands to differentiate their products in the market. Vibrant graphics and varied sizes are now possible with improved printing and design capabilities, enhancing consumer interaction and increasing the product's appeal.

**Growth of E-commerce Packaging:** Online retailers are strongly influencing the growth of the shrink film market due to the need for effective packaging that protects products during shipping and delivery. Shrink films provide the strength and tamper-evident properties necessary for safe deliveries.

**Health and Safety Issues:** Growing health and safety awareness among consumers has directly led to an increased demand for shrink films that provide high levels of protection against contamination. Innovations in film formulations that improve barrier properties protect product integrity.

These trends reveal a significant shift in the shrink plastic film market, with sustainability and technology at the core of industry development.

#### Recent Developments in the Shrink Plastic Film Market

Key trends in the shrink plastic film market indicate how the industry is moving based on consumer preferences and the regulatory landscape. The five key developments highlighted below are the latest:

**Introduction of Biodegradable Films:** Manufacturers have been seeking biodegradable shrink films, which are in great demand by customers. These

films break down much faster than traditional plastics, reducing their environmental impact and helping to build a strong brand reputation.

**Improvements in Multilayer Films:** Advances in multilayer film technology have improved barrier properties, which in turn has enhanced overall film performance. These films now possess excellent moisture and gas barriers, making them ideal for food and beverage packaging applications.

**Automation in Production Processes:** The introduction of automation technologies into production facilities improves efficiency and reduces costs. Automated systems significantly reduce production cycles, enabling companies to produce high-quality products that meet market requirements.

**Tailor-Made Shrink Solutions:** More companies are offering customized shrink films designed for specific product requirements. This trend enables brands to make their packaging more attractive and functional, better meeting customer needs, increasing sales, and improving consumer engagement.

**Enhanced Printing Capabilities:** Innovative printing technologies are enabling high-resolution, colorful graphics on shrink films, creating attention-grabbing packaging that stands out on the shelves and reinforces the brand's identity.

These trends indicate a vibrant and dynamic market for shrink plastic film, with a growing emphasis on sustainability and improved performance.

#### Strategic Growth Opportunities for Shrink Plastic Film Market

The shrink plastic film market presents strategic opportunities across various applications. Changing consumer preferences, along with technological advancements, are driving these opportunities. Recognizing these opportunities is critical for stakeholders who wish to capitalize on market trends.

**Food and Beverage Packaging:** Secure and aesthetically pleasing packaging for food and beverages represents a large and promising market. Shrink films are an excellent choice, as they increase shelf life and prevent contamination, making them attractive to health-conscious consumers.

**E-commerce Logistics:** The rise of online shopping has led to greater demand for secure packaging in the logistics market. Shrink films offer resistance and tamper-evidence, making them ideal for safeguarding products during transit.

**Consumer Goods:** One of the emerging trends in consumer goods is the increased use of shrink films for over-the-counter retail packaging. Shrink solutions can be customized to enhance product visibility and appeal, driving up demand.

**Pharmaceutical Packaging:** The pharmaceutical sector requires packaging that ensures hygiene and safely stores sensitive items. Tamper-evident shrink films with barrier protection fit this need, presenting a growth opportunity.

**Green Packaging Initiatives:** The growing demand for sustainability will unlock new opportunities for companies engaged in developing environmentally friendly shrink films. Manufacturers can focus on biodegradable and recyclable materials, meeting the needs of environmentally conscious consumers while complying with regulatory requirements.

These growth opportunities reflect the evolving nature of the shrink plastic film market, which is focused on sustainability, innovation, and consumer demand.

#### Shrink Plastic Film Market Driver and Challenges

The drivers and challenges of the shrink plastic film market are technological, economic, and regulatory in nature. Understanding these factors is crucial for stakeholders to navigate this fast-changing industry.

The factors responsible for driving the shrink plastic film market include:

**Rise in Demand for Sustainable Packaging:** Increased environmental consciousness is driving the demand for sustainable packaging solutions. Customers are increasingly preferring products made from biodegradable, recyclable materials, and manufacturers need to adjust their offerings accordingly.

**Advances in Technology:** Innovations in production technologies are enhancing the quality and efficiency of shrink film manufacturing. These advancements are beneficial as companies can offer high-performance films that cater to extensive market demands.

**E-commerce Expansion:** The growth of e-commerce is significantly raising the demand for efficient packaging solutions. Shrink films provide the necessary protection and tamper evidence required to ship products securely.

**Customization Trends:** The challenge lies in providing unique packaging solutions for brands that can create a competitive edge in the market. Custom packaging offers opportunities for brand enhancement and consumer interaction, thereby driving sales and customer loyalty.

**Health and Safety Concerns:** Growing consumer concern for the safety of products is prompting demand for improved anti-contamination properties in shrink films. This is driving innovations in formulations to meet more stringent safety conditions set by manufacturers.

Challenges in the shrink plastic film market include:

**Ban on Plastic Waste:** Stricter regulations concerning waste and plastic management are creating significant hurdles in the production process. Companies must adapt their production methods to comply with new regulations, upgrading procedures, and balancing sustainability objectives.

**Market Volatility:** The shrink film market is highly susceptible to volatility due to fluctuations in raw material prices and disruptions in supply chains. These factors affect production costs and pricing strategies.

**Quality Control Issues:** Shrink film manufacturing often faces the risk of inconsistent quality, particularly when different input materials are used. Robust quality control procedures are in high demand to ensure product reliability and performance.

The complex interplay between these drivers and challenges significantly impacts the growth trajectory of the shrink plastic film market and influences strategic decisions made by industry participants.

#### List of Shrink Plastic Film Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. Through these strategies shrink plastic film companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the shrink plastic film

companies profiled in this report include-

Amcor

Coveris

Ceisa Semo

Clondalkin

RKW

Berry Global

Plastotecnica

Clearpack

Sarkina

Baroda Packaging

### Shrink Plastic Film by Segment

The study includes a forecast for the global shrink plastic film market by type, container type, application, and region.

Shrink Plastic Film Market by Type [Analysis by Value from 2019 to 2031]:

Unprinted

Printed

Shrink Plastic Film Market by Container Type [Analysis by Value from 2019 to 2031]:

Can

Bottle

Brick

### Shrink Plastic Film Market by Application [Analysis by Value from 2019 to 2031]:

Alcoholic beverages

Water

Carbonated Soft drinks

Other drinks

Carbonated soft drinks

Others

### Shrink Plastic Film Market by Region [Analysis by Value from 2019 to 2031]:

North America

Europe

Asia Pacific

The Rest of the World

### Country Wise Outlook for the Shrink Plastic Film Market

The market for shrink plastic films is witnessing significant changes, primarily due to the growing demand for packaging solutions that ensure high product protection and shelf appeal. Advancements in manufacturing technologies and an environmentally conscious consumer base in the five key regions—the United States, China, Germany, India, and Japan—are shifting the dynamics of the market. New materials and process innovations are driving these changes. This trend is contributing to an overall movement toward more efficient and environmentally friendly packaging solutions, which meet both consumer needs and regulatory requirements.



United States: The U.S. market for shrink plastic films is growing rapidly, driven by the massive growth in the e-commerce sector, which is creating a strong demand for effective packaging solutions. Companies are investing in advanced materials that improve strength and clarity, thereby enhancing product visibility. Innovations such as biodegradable shrink films are gaining popularity as consumers opt for more sustainable alternatives. In addition, stringent regulations on packaging waste are compelling manufacturers to move toward environmentally friendly alternatives, increasing the use of recycled content in shrink film production.

China: China is experiencing rapid growth in the domestic market for shrink plastic films, driven by intense manufacturing and export activities. Production methods are improving, particularly with the use of multilayer films to achieve better barrier properties and shrink performance. The government's sustainability goals are pushing manufacturers to become more environmentally conscious, such as by creating recyclable and biodegradable films. Due to increasing domestic consumption, brands are now investing in high-quality shrink films for better packaging appeal and protection during transportation.

Germany: Germany continues to lead Europe in the use of modern shrink plastic films, particularly in the food and beverage industries. Increasing environmental regulations are prompting the search for solutions that minimize adverse effects and enhance the sustainability of product packaging. Several companies have already adopted biodegradable and compostable films. Recent technological advancements, such as improved flexibility when printing on shrink films, have enabled more effective branding and direct consumer interaction. Collaboration between manufacturers and retailers in product development is also improving the use of high-performance films that ensure product safety and freshness, thus accelerating market growth.

India: Shrink plastic films are gaining momentum in India due to high urbanization and growing demand for packaged goods. The expanding retail and e-commerce sectors are significantly influencing packaging, prompting manufacturers to invest in durable and attractive shrink films. Recent innovations include the use of green materials, particularly plant-based films, driven by increasing awareness of environmental issues. Government programs aimed at recycling plastics and reducing environmental waste have also contributed to the market's growth and sparked interest in sustainable production.



Japan: Japan is known for its technological innovation and high-quality packaging materials, particularly in the shrink plastic film sector. Some of the latest products are thinner, stronger films that conserve material without compromising performance. The growing elderly population in Japan is increasing the demand for shrink plastic films with easy-open packaging, adding to the convenience aspect of these films. Japan's societal focus on sustainability, with investments in biodegradable and recyclable films, is expected to continue growing in line with global demand for environmentally friendly innovations. Additionally, these smart technologies are enhancing the efficiency and quality of the product.

### Features of the Global Shrink Plastic Film Market

**Market Size Estimates:** Shrink plastic film market size estimation in terms of value (\$B).

**Trend and Forecast Analysis:** Market trends (2019 to 2024) and forecast (2025 to 2031) by various segments and regions.

**Segmentation Analysis:** Shrink plastic film market size by type, container type, application, and region in terms of value (\$B).

**Regional Analysis:** Shrink plastic film market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

**Growth Opportunities:** Analysis of growth opportunities in different type, container type, application, and regions for the shrink plastic film market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape of the shrink plastic film market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

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We have done hundreds of strategic consulting projects in market entry, opportunity screening, due diligence, supply chain analysis, M & A, and more.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the shrink plastic film market by type (unprinted and printed), container type (can, bottle, and brick), application (alcoholic beverages, water, carbonated soft drinks, other drinks, carbonated soft drinks, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

- Q.5. What are the business risks and competitive threats in this market?
- Q.6. What are the emerging trends in this market and the reasons behind them?
- Q.7. What are some of the changing demands of customers in the market?
- Q.8. What are the new developments in the market? Which companies are leading these developments?
- Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?
- Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?
- Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

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