

# Breathable Films Market by Type (Polyethylene, Polypropylene, Polyurethane), End-Use Industry (Hygiene, Medical, Food Packaging, Construction, Fabric), and Region (North America, South America, Europe, APAC, ME&A) - Global Forecast to 2025

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## Abstracts

The breathable films market is estimated to be USD 2.4 billion in 2020 and is projected to reach USD 3.6 billion by 2025, at a CAGR of 8.2% between 2020 to 2025. Breathable films are thin, microporous, or monolithic films that are impervious to liquids (water/blood) but permeable to gases (water vapor). Increasing penetration of hygiene products such as baby diapers, sanitary napkins, and adult incontinence products in the developing countries and increased consumption of premium hygiene products in the developed countries is expected to driver the global breathable films market during the forecast period. High cost of breathable films than conventional films is the major restraint of the global breathable films market.

“Polypropylene-based breathable films: the fastest-growing type of breathable films”

Polypropylene-based breathable films type is projected to witness highest growth during the forecast period. Breathable polypropylene films have major usage in the medical sector. These films are preferred for surgical gloves, surgical drapes, patient gowns, and table & bed covers as these are monolithic and create better liquid barrier as compared to other microporous breathable films. Also, these films have high mechanical properties such as abrasion resistance, high durability, and low temperature flexibility.

“Hygiene & personal care application accounted for largest share of breathable films market”

Hygiene application accounted for the major share of the overall breathable films market. Breathable films have the largest application in hygiene products such as disposable baby diapers, disposable sanitary napkins, and disposable adult diapers. These films are used as back sheet materials, which provide improved comfort, better skin breathability, and reduce skin rashes and sores. Improving per capita GDP (at PPP) and rising awareness regarding health & hygiene are the key factors driving the breathable films market in hygiene applications. The increasing demand for premium diapers in both developing and developed countries will further drive the breathable films market during the forecast period.

“APAC estimated to be the fastest-growing market for breathable films”

Asia-Pacific is estimated to be the fastest-growing market for breathable films. This high growth is associated with the increasing penetration of hygiene products in the APAC countries. China is projected to be the largest market for breathable films in APAC, followed by Japan. Indonesia, India, South Korea and Thailand are other major countries contributing to the growth of the breathable films market in the region. The increasing demand for breathable films from applications such as medical, hygiene & personal care, food packaging, and construction is expected to drive the breathable films market in these countries.

“Breathable films market is expected to surge in COVID-19 pandemic”

The high demand for medical supplies such as masks, personal protective equipment (PPE) kit and other medical supplies due to COVID-19 pandemic. The high demand of medical supplies will drive the surge the demand of breathable films in 2020. The increase in the production of baby diapers created due to panic buying in developed diaper market has increased the consumption of breathable films in the baby diapers is another factor contributing to the high demand of breathable films in 2020.

Extensive primary interviews were conducted to determine and verify the market size for several segments and sub segments and information gathered through secondary research.

The break-up of primary interviews is given below:

By Company Type - Tier 1 – 52%, Tier 2 – 26%, and Tier 3 – 22%

By Designation – C level – 48%, Director level – 23%, and Others\* – 29%

By Region - Asia-Pacific– 44%, Europe – 25%, North America – 21%, and Others\*\* - 10%

Note: The tiers of the companies are defined on the basis of their total revenue, as of 2019: Tier 1 = >USD 5 billion, Tier 2 = USD 1 billion to USD 5 billion and Tier 3 =

## Contents

### 1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY

1.2 MARKET DEFINITION

TABLE 1 MARKET SEGMENTATION DEFINITION, BY TYPE

TABLE 2 MARKET SEGMENTATION DEFINITION, BY TECHNOLOGY

TABLE 3 MARKET SEGMENTATION DEFINITION, BY APPLICATION

1.3 MARKET SCOPE

FIGURE 1 BREATHABLE FILMS: MARKET SEGMENTATION

1.3.1 YEARS CONSIDERED IN THE STUDY

1.4 INCLUSIONS & EXCLUSIONS

1.5 CURRENCY

1.6 UNITS CONSIDERED

1.7 STAKEHOLDERS

1.8 SUMMARY OF CHANGES

FIGURE 2 HISTORICAL AND UPDATED GLOBAL BREATHABLE FILMS MARKET SIZE (KILOTONS)

### 2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 3 BREATHABLE FILMS MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.1.1 Key data from secondary sources

2.1.2 PRIMARY DATA

2.1.2.1 Key data from primary sources

2.1.2.2 Key industry insights

2.1.2.3 Breakdown of primary interviews

2.2 MARKET SIZE ESTIMATION

2.2.1 MARKET SIZE ESTIMATION – DEMAND SIDE

2.2.2 MARKET SIZE ESTIMATION – BASED ON BACKSHEET ESTIMATION

2.3 DATA TRIANGULATION

FIGURE 4 BREATHABLE FILMS MARKET: DATA TRIANGULATION

2.4 RESEARCH ASSUMPTIONS

### 3 EXECUTIVE SUMMARY

FIGURE 5 POLYETHYLENE TYPE SEGMENT ACCOUNTED FOR THE LARGEST SHARE IN 2019

FIGURE 6 HYGIENE & PERSONAL CARE APPLICATION ACCOUNTED FOR THE LARGEST SHARE IN 2019

FIGURE 7 MICROPOROUS FILM TECHNOLOGY ACCOUNTED FOR THE LARGEST SHARE IN 2019

FIGURE 8 APAC EXPECTED TO WITNESS THE FASTEST GROWTH DURING THE FORECAST PERIOD

## **4 PREMIUM INSIGHTS**

### **4.1 ATTRACTIVE OPPORTUNITIES IN THE BREATHABLE FILMS MARKET**

FIGURE 9 INCREASING USE OF HYGIENE PRODUCTS IN EMERGING ECONOMIES EXPECTED TO DRIVE DEMAND FOR BREATHABLE FILMS

### **4.2 BREATHABLE FILMS MARKET IN APAC, BY TYPE**

FIGURE 10 POLYETHYLENE EXPECTED TO LEAD THE BREATHABLE FILMS MARKET IN APAC

### **4.3 BREATHABLE FILMS MARKET, BY COUNTRIES**

FIGURE 11 INDIA TO GROW AT THE HIGHEST RATE DURING THE FORECAST PERIOD

## **5 MARKET OVERVIEW**

### **5.1 INTRODUCTION**

### **5.2 MARKET DYNAMICS**

FIGURE 12 BREATHABLE FILMS: MARKET DYNAMICS

#### **5.2.1 DRIVERS**

5.2.1.1 Growing awareness regarding health and hygiene

5.2.1.2 Increasing usage of breathable films in premium hygiene products in developing countries

#### **5.2.2 RESTRAINTS**

5.2.2.1 Stagnant growth in baby diapers market in developed countries

5.2.2.2 The increasing popularity of alternative products to sanitary napkins in developed countries

#### **5.2.3 OPPORTUNITIES**

5.2.3.1 Untapped markets with lower penetration rates

#### **5.2.4 CHALLENGES**

5.2.4.1 Cultural barriers

5.2.4.2 Costlier than conventional films

### 5.3 PORTER'S FIVE FORCES ANALYSIS

#### FIGURE 13 BREATHABLE FILMS: PORTER'S FIVE FORCES ANALYSIS

##### 5.3.1 BARGAINING POWER OF SUPPLIERS

##### 5.3.2 THREAT OF NEW ENTRANTS

##### 5.3.3 THREAT OF SUBSTITUTES

##### 5.3.4 BARGAINING POWER OF BUYERS

##### 5.3.5 INTENSITY OF COMPETITION

#### FIGURE 14 IMPACT AREAS AND ASSOCIATED TRENDS IN THE ECOSYSTEM

### 5.4 INDUSTRY TRENDS

### 5.5 REGULATORY LANDSCAPE

#### TABLE 4 REGULATORY STANDARDS APPLICABLE TO BREATHABLE FILMS

### 5.6 FORECASTING FACTORS AND COVID-19 IMPACT ANALYSIS

### 5.7 YC, YCC DRIVERS

#### FIGURE 15 GROWING HEALTH & HYGIENE SEGMENT WILL BRING IN CHANGE IN FUTURE REVENUE MIX

### 5.8 VALUE CHAIN ANALYSIS

#### FIGURE 16 BREATHABLE FILMS MARKET - VALUE CHAIN

### 5.9 TECHNOLOGY ANALYSIS

### 5.10 COVID-19 IMPACT ANALYSIS

#### 5.10.1 COVID-19 HEALTH ASSESSMENT

#### FIGURE 17 COVID-19 THE GLOBAL DATA

#### FIGURE 18 COVID-19: THE GLOBAL PROPAGATION

#### 5.10.2 COVID-19: ECONOMIC ASSESSMENT

#### FIGURE 19 REVISED GDP FORECASTS FOR SELECT G20 COUNTRIES IN 2020

#### 5.10.3 COVID-19 IMPACT ON THE ECONOMY—SCENARIO ASSESSMENT

#### FIGURE 20 CRITERIA IMPACTING THE GLOBAL ECONOMY

#### FIGURE 21 SCENARIOS IN TERMS OF RECOVERY OF THE GLOBAL ECONOMY

#### 5.10.4 COVID-19 IMPACT ON THE BREATHABLE FILMS MARKET

#### FIGURE 22 PRE-COVID-19 AND POST-COVID-19 ANALYSIS

### 5.11 AVERAGE PRICE ANALYSIS

#### FIGURE 23 AVERAGE PRICE ANALYSIS OF BREATHABLE FILMS, BY REGION

### 5.12 IT HAS BEEN OBSERVED THAT THE AVERAGE SELLING PRICE OF BREATHABLE FILMS IS LOWEST IN EUROPE BECAUSE OF THE FOLLOWING FACTORS:

### 5.13 PATENT ANALYSIS

#### FIGURE 24 GRANTED PATENTS ON THE BREATHABLE FILMS, 2010 – AUGUST 2020

#### FIGURE 25 SHARE OF THE JURISDICTION OF GRANTED PATENTS

#### TABLE 5 GRANTED PATENTS BY KEY PLAYERS (TILL DATE)

**TABLE 6 LIST OF KIMBERLY CLARK'S PATENTS****6 BREATHABLE FILMS MARKET, BY TYPE****6.1 INTRODUCTION**

**FIGURE 26 POLYETHYLENE-BASED BREATHABLE FILMS DOMINATE THE MARKET**

**TABLE 7 HISTORICAL FORECAST: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)**

**TABLE 8 BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)**

**TABLE 9 HISTORICAL FORECAST: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)**

**TABLE 10 BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)**

**6.2 POLYETHYLENE**

**6.2.1 GROWTH OF THE HYGIENE SECTOR IN APAC, A KEY MARKET FOR BREATHABLE FILMS**

**TABLE 11 HISTORICAL FORECAST: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY REGION, 2017–2024 (KILOTON)**

**TABLE 12 POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY REGION, 2018–2025 (KILOTON)**

**TABLE 13 HISTORICAL FORECAST: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)**

**TABLE 14 POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)**

**6.3 POLYPROPYLENE**

**6.3.1 FOOD PACKAGING AND FABRICS APPLICATIONS WILL DRIVE THE GROWTH OF POLYPROPYLENE FILMS**

**TABLE 15 HISTORICAL FORECAST: POLYPROPYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY REGION, 2017–2024 (KILOTON)**

**TABLE 16 POLYPROPYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY REGION, 2018–2025 (KILOTON)**

**TABLE 17 HISTORICAL FORECAST: POLYPROPYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)**

**TABLE 18 POLYPROPYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)**

**6.4 POLYURETHANE**

**6.4.1 POLYURETHANE WIDELY USED IN THE PRODUCTION OF MONOLITHIC BREATHABLE FILMS**

TABLE 19 HISTORICAL FORECAST: POLYURETHANE-BASED BREATHABLE FILMS MARKET SIZE, BY REGION, 2017–2024 (KILOTON)

TABLE 20 POLYURETHANE-BASED BREATHABLE FILMS MARKET SIZE, BY REGION, 2018–2025 (KILOTON)

TABLE 21 HISTORICAL FORECAST: POLYURETHANE-BASED BREATHABLE FILMS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 22 POLYURETHANE-BASED BREATHABLE FILMS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

## 6.5 OTHERS

6.5.1 MEDICAL AND CONSTRUCTION APPLICATION TO DRIVE THE GROWTH OF THE OTHERS SEGMENT

TABLE 23 HISTORICAL FORECAST: OTHER BREATHABLE FILMS MARKET SIZE, BY REGION, 2017–2024 (KILOTON)

TABLE 24 OTHER BREATHABLE FILMS MARKET SIZE, BY REGION, 2018–2025 (KILOTON)

TABLE 25 HISTORICAL FORECAST: OTHER BREATHABLE FILMS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 26 OTHER BREATHABLE FILMS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

## 7 BREATHABLE FILMS MARKET, BY TECHNOLOGY

### 7.1 INTRODUCTION

TABLE 27 DIFFERENCE BETWEEN MICROPOROUS AND MONOLITHIC FILMS  
FIGURE 27 MICROPOROUS FILM TECHNOLOGY TO DOMINATE THE MARKET

TABLE 28 HISTORICAL FORECAST: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 29 BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 30 HISTORICAL FORECAST: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 31 BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

### 7.2 MICROPOROUS BREATHABLE FILMS

7.2.1 GROWING HEALTH & HYGIENE INDUSTRY WILL DRIVE THE DEMAND FOR MICROPOROUS BREATHABLE FILMS

TABLE 32 HISTORICAL FORECAST: MICROPOROUS BREATHABLE FILMS MARKET SIZE, BY REGION, 2017–2024 (KILOTON)

TABLE 33 MICROPOROUS BREATHABLE FILMS MARKET SIZE, BY REGION,



2018–2025 (KILOTON)

TABLE 34 HISTORICAL FORECAST: MICROPOROUS BREATHABLE FILMS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 35 MICROPOROUS BREATHABLE FILMS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

7.3 MONOLITHIC BREATHABLE FILMS

7.3.1 GROWTH OF MEDICAL SECTOR WILL SPUR THE DEMAND FOR BREATHABLE FILMS

TABLE 36 HISTORICAL FORECAST: MONOLITHIC BREATHABLE FILMS MARKET SIZE, BY REGION, 2017–2024 (KILOTON)

TABLE 37 MONOLITHIC BREATHABLE FILMS MARKET SIZE, BY REGION, 2018–2025 (KILOTON)

TABLE 38 HISTORICAL FORECAST: MONOLITHIC BREATHABLE FILMS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 39 MONOLITHIC BREATHABLE FILMS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

## **8 BREATHABLE FILMS MARKET, BY APPLICATION**

8.1 INTRODUCTION

FIGURE 28 HYGIENE & PERSONAL CARE DOMINATES THE BREATHABLE FILMS MARKET

TABLE 40 HISTORICAL FORECAST BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 41 BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 42 HISTORICAL FORECAST BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 43 BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

8.2 HYGIENE & PERSONAL CARE

8.2.1 BREATHABLE FILMS MARKET IN HYGIENE & PERSONAL CARE DRIVEN BY INCREASING PENETRATION OF DIAPERS & SANITARY PADS IN APAC

TABLE 44 HISTORICAL FORECAST BREATHABLE FILMS MARKET SIZE IN HYGIENE & PERSONAL CARE, BY REGION, 2017–2024 (KILOTON)

TABLE 45 BREATHABLE FILMS MARKET SIZE IN HYGIENE & PERSONAL CARE, BY REGION, 2018–2025 (KILOTON)

TABLE 46 HISTORICAL FORECAST BREATHABLE FILMS MARKET SIZE IN HYGIENE & PERSONAL CARE, BY REGION, 2017–2024 (USD MILLION)

TABLE 47 BREATHABLE FILMS MARKET SIZE IN HYGIENE & PERSONAL CARE, BY REGION, 2018–2025 (USD MILLION)

8.2.2 IMPACT OF MEGATRENDS ON THE HYGIENE & PERSONAL CARE SEGMENT

8.3 MEDICAL

8.3.1 MONOLITHIC BREATHABLE FILMS TO WITNESS FASTEST GROWTH IN MEDICAL INDUSTRY

8.3.2 IMPACT OF MEGATRENDS ON THE MEDICAL SEGMENT

TABLE 48 HISTORICAL FORECAST BREATHABLE FILMS MARKET SIZE IN MEDICAL, BY REGION, 2017–2024 (KILOTON)

TABLE 49 BREATHABLE FILMS MARKET SIZE IN MEDICAL, BY REGION, 2018–2025 (KILOTON)

TABLE 50 HISTORICAL FORECAST BREATHABLE FILMS MARKET SIZE IN MEDICAL, BY REGION, 2017–2024 (USD MILLION)

TABLE 51 BREATHABLE FILMS MARKET SIZE IN MEDICAL, BY REGION, 2018–2025 (USD MILLION)

8.4 CONSTRUCTION

8.4.1 INCREASING CONSTRUCTION ACTIVITIES IN APAC WILL DRIVE THE MARKET

8.4.2 IMPACT OF MEGATRENDS ON THE CONSTRUCTION SEGMENT

TABLE 52 HISTORICAL FORECAST BREATHABLE FILMS MARKET SIZE IN CONSTRUCTION, BY REGION, 2017–2024 (KILOTON)

TABLE 53 BREATHABLE FILMS MARKET SIZE IN CONSTRUCTION, BY REGION, 2018–2025 (KILOTON)

TABLE 54 HISTORICAL FORECAST BREATHABLE FILMS MARKET SIZE IN CONSTRUCTION, BY REGION, 2017–2024 (USD MILLION)

TABLE 55 BREATHABLE FILMS MARKET SIZE IN CONSTRUCTION, BY REGION, 2018–2025 (USD MILLION)

8.5 FABRIC

8.5.1 INCREASING TREND OF ATHLEISURE IS DRIVING BREATHABLE FILMS MARKET IN FABRIC INDUSTRY

8.5.2 IMPACT OF MEGATRENDS ON THE FABRIC SEGMENT

TABLE 56 HISTORICAL FORECAST BREATHABLE FILMS MARKET SIZE IN FABRIC, BY REGION, 2017–2024 (KILOTON)

TABLE 57 BREATHABLE FILMS MARKET SIZE IN FABRIC, BY REGION, 2018–2025 (KILOTON)

TABLE 58 HISTORICAL FORECAST BREATHABLE FILMS MARKET SIZE IN FABRIC, BY REGION, 2017–2024 (USD MILLION)

TABLE 59 BREATHABLE FILMS MARKET SIZE IN FABRIC, BY REGION, 2018–2025

(USD MILLION)

## 8.6 FOOD PACKAGING

8.6.1 BREATHABLE FILMS INCREASINGLY USED IN FOOD PACKAGING INDUSTRY TO ENHANCE HYGIENE AND CONVENIENCE

8.6.2 IMPACT OF MEGATRENDS ON FOOD PACKAGING SEGMENT

TABLE 60 HISTORICAL FORECAST BREATHABLE FILMS MARKET SIZE IN FOOD PACKAGING, BY REGION, 2017–2024 (KILOTON)

TABLE 61 BREATHABLE FILMS MARKET SIZE IN FOOD PACKAGING, BY REGION, 2018–2025 (KILOTON)

TABLE 62 HISTORICAL FORECAST BREATHABLE FILMS MARKET SIZE IN FOOD PACKAGING, BY REGION, 2017–2024 (USD MILLION)

TABLE 63 BREATHABLE FILMS MARKET SIZE IN FOOD PACKAGING, BY REGION, 2018–2025 (USD MILLION)

## 8.7 OTHERS

8.7.1 SPORTING GOODS AND AUTOMOTIVE INDUSTRY TO DRIVE THE MARKET FOR THE OTHERS SEGMENT

TABLE 64 HISTORICAL FORECAST BREATHABLE FILMS MARKET SIZE IN OTHER APPLICATIONS, BY REGION, 2017–2024 (KILOTON)

TABLE 65 BREATHABLE FILMS MARKET SIZE IN OTHER APPLICATIONS, BY REGION, 2018–2025 (KILOTON)

TABLE 66 HISTORICAL FORECAST BREATHABLE FILMS MARKET SIZE IN OTHER APPLICATIONS, BY REGION, 2017–2024 (USD MILLION)

TABLE 67 BREATHABLE FILMS MARKET SIZE IN OTHER APPLICATIONS, BY REGION, 2018–2025 (USD MILLION)

## 9 BREATHABLE FILMS MARKET, BY REGION

### 9.1 INTRODUCTION

FIGURE 29 APAC TO WITNESS THE HIGHEST GROWTH DURING THE FORECAST PERIOD

TABLE 68 HISTORICAL FORECAST: BREATHABLE FILMS MARKET SIZE, BY REGION, 2017–2024 (KILOTON)

TABLE 69 BREATHABLE FILMS MARKET SIZE, BY REGION, 2018–2025 (KILOTON)

TABLE 70 HISTORICAL FORECAST: BREATHABLE FILMS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 71 BREATHABLE FILMS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

### 9.2 NORTH AMERICA

FIGURE 30 NORTH AMERICA MARKET SNAPSHOT

TABLE 72 HISTORICAL FORECAST NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2017–2024 (KILOTON)

TABLE 73 NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2018–2025 (KILOTON)

TABLE 74 HISTORICAL FORECAST NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 75 NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 76 HISTORICAL FORECAST NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 77 NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 78 HISTORICAL FORECAST NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 79 NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 80 HISTORICAL FORECAST NORTH AMERICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 81 NORTH AMERICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 82 HISTORICAL FORECAST NORTH AMERICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 83 NORTH AMERICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 84 HISTORICAL FORECAST NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 85 NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 86 HISTORICAL FORECAST NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024, (USD MILLION)

TABLE 87 NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025, (USD MILLION)

TABLE 88 HISTORICAL FORECAST NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024, (KILOTON)

TABLE 89 NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025, (KILOTON)

TABLE 90 HISTORICAL FORECAST NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024, (USD MILLION)

TABLE 91 NORTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY

**TECHNOLOGY, 2018–2025, (USD MILLION)****9.2.1 US**

9.2.1.1 The adult diaper market is expected to grow during the forecast period

**TABLE 92 HISTORICAL FORECAST US: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)**

**TABLE 93 US: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)**

**TABLE 94 HISTORICAL FORECAST US: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)**

**TABLE 95 US: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)**

**TABLE 96 HISTORICAL FORECAST US: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)**

**TABLE 97 US: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)**

**TABLE 98 HISTORICAL FORECAST US: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)**

**TABLE 99 US: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)**

**TABLE 100 HISTORICAL FORECAST US: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)**

**TABLE 101 US: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)**

**TABLE 102 HISTORICAL FORECAST US: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)**

**TABLE 103 US: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)**

**TABLE 104 HISTORICAL FORECAST US: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)**

**TABLE 105 US: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)**

**TABLE 106 HISTORICAL FORECAST US: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)**

**TABLE 107 US: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)**

**9.2.2 CANADA**

9.2.2.1 The breathable films market will be driven by premium diapers and adult diapers

**TABLE 108 HISTORICAL FORECAST CANADA: BREATHABLE FILMS MARKET**

SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 109 CANADA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 110 HISTORICAL FORECAST CANADA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 111 CANADA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 112 HISTORICAL FORECAST CANADA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 113 CANADA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 114 HISTORICAL FORECAST CANADA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 115 CANADA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 116 HISTORICAL FORECAST CANADA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 117 CANADA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 118 HISTORICAL FORECAST CANADA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 119 CANADA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 120 HISTORICAL FORECAST CANADA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 121 CANADA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 122 HISTORICAL FORECAST CANADA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 123 CANADA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

### 9.2.3 MEXICO

9.2.3.1 The high birth rate in the country will surge the demand for baby diapers

TABLE 124 HISTORICAL FORECAST MEXICO: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 125 MEXICO: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 126 HISTORICAL FORECAST MEXICO: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)



TABLE 127 MEXICO: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 128 HISTORICAL FORECAST MEXICO: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 129 MEXICO: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 130 HISTORICAL FORECAST MEXICO: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 131 MEXICO: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 132 HISTORICAL FORECAST MEXICO: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 133 MEXICO: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 134 HISTORICAL FORECAST MEXICO: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 135 MEXICO: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 136 HISTORICAL FORECAST MEXICO: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 137 MEXICO: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 138 HISTORICAL FORECAST MEXICO: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 139 MEXICO: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

### 9.3 APAC

FIGURE 31 APAC: BREATHABLE FILMS MARKET SNAPSHOT

TABLE 140 HISTORICAL FORECAST APAC: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2017–2024 (KILOTON)

TABLE 141 APAC: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2018–2025 (KILOTON)

TABLE 142 HISTORICAL FORECAST APAC: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 143 APAC: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 144 HISTORICAL FORECAST APAC: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 145 APAC: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025

(KILOTON)

TABLE 146 HISTORICAL FORECAST APAC: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 147 APAC: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 148 HISTORICAL FORECAST APAC: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 149 APAC: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 150 HISTORICAL FORECAST APAC: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 151 APAC: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 152 HISTORICAL FORECAST APAC: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 153 APAC: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 154 HISTORICAL FORECAST APAC: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 155 APAC: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 156 HISTORICAL FORECAST APAC: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 157 APAC: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 158 HISTORICAL FORECAST APAC: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 159 APAC: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

### 9.3.1 CHINA

9.3.1.1 Growth of the manufacturing sector in China, a key driver of breathable films

TABLE 160 HISTORICAL FORECAST CHINA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 161 CHINA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 162 HISTORICAL FORECAST CHINA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 163 CHINA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)



TABLE 164 HISTORICAL FORECAST CHINA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 165 CHINA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 166 HISTORICAL FORECAST CHINA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 167 CHINA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 168 HISTORICAL FORECAST CHINA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 169 CHINA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 170 HISTORICAL FORECAST CHINA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 171 CHINA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 172 HISTORICAL FORECAST CHINA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 173 CHINA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 174 HISTORICAL FORECAST CHINA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 175 CHINA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

### 9.3.2 INDIA

9.3.2.1 The expected rise in demand for hygiene products will support the growth of the market

TABLE 176 HISTORICAL FORECAST INDIA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 177 INDIA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 178 HISTORICAL FORECAST INDIA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 179 INDIA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 180 HISTORICAL FORECAST INDIA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 181 INDIA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 182 HISTORICAL FORECAST INDIA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 183 INDIA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 184 HISTORICAL FORECAST INDIA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 185 INDIA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 186 HISTORICAL FORECAST INDIA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 187 INDIA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 188 HISTORICAL FORECAST INDIA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 189 INDIA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 190 HISTORICAL FORECAST INDIA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 191 INDIA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

### 9.3.3 JAPAN

9.3.3.1 An aging population coupled with significant production capacity driving the market in Japan

FIGURE 32 BABY DIAPERS PRODUCTION IN JAPAN, 2015–2019 (MILLION PIECES)

TABLE 192 HISTORICAL FORECAST JAPAN: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 193 JAPAN: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 194 HISTORICAL FORECAST JAPAN: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 195 JAPAN: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 196 HISTORICAL FORECAST JAPAN: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 197 JAPAN: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 198 HISTORICAL FORECAST JAPAN: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 199 JAPAN: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE,

BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 200 HISTORICAL FORECAST JAPAN: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 201 JAPAN: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 202 HISTORICAL FORECAST JAPAN: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 203 JAPAN: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 204 HISTORICAL FORECAST JAPAN: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 205 JAPAN: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 206 HISTORICAL FORECAST JAPAN: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 207 JAPAN: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

#### 9.3.4 SOUTH KOREA

9.3.4.1 Demand for adult diapers will drive the growth of breathable films in the country

TABLE 208 HISTORICAL FORECAST SOUTH KOREA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 209 SOUTH KOREA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 210 HISTORICAL FORECAST SOUTH KOREA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 211 SOUTH KOREA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 212 HISTORICAL FORECAST SOUTH KOREA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 213 SOUTH KOREA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 214 HISTORICAL FORECAST SOUTH KOREA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 215 SOUTH KOREA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 216 HISTORICAL FORECAST SOUTH KOREA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 217 SOUTH KOREA: BREATHABLE FILMS MARKET SIZE, BY

APPLICATION, 2018–2025 (KILOTON)

TABLE 218 HISTORICAL FORECAST SOUTH KOREA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 219 SOUTH KOREA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 220 HISTORICAL FORECAST SOUTH KOREA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 221 SOUTH KOREA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 222 HISTORICAL FORECAST SOUTH KOREA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 223 SOUTH KOREA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

### 9.3.5 THAILAND

9.3.5.1 Strengthening of supply chain coupled with aggressive marketing of hygiene product to spearhead market growth

TABLE 224 HISTORICAL FORECAST THAILAND: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 225 THAILAND: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 226 HISTORICAL FORECAST THAILAND: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 227 THAILAND: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 228 HISTORICAL FORECAST THAILAND: POLYETHYLENE BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 229 THAILAND: POLYETHYLENE BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 230 HISTORICAL FORECAST THAILAND: POLYETHYLENE BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 231 THAILAND: POLYETHYLENE BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 232 HISTORICAL FORECAST THAILAND: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 233 THAILAND: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 234 HISTORICAL FORECAST THAILAND: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 235 THAILAND: BREATHABLE FILMS MARKET SIZE, BY APPLICATION,

2018–2025 (USD MILLION)

TABLE 236 HISTORICAL FORECAST THAILAND: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 237 THAILAND: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 238 HISTORICAL FORECAST THAILAND: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 239 THAILAND: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

### 9.3.6 INDONESIA

#### 9.3.6.1 Indonesia witnessing growing penetration of hygiene products

TABLE 240 HISTORICAL FORECAST INDONESIA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 241 INDONESIA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 242 HISTORICAL FORECAST INDONESIA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 243 INDONESIA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 244 HISTORICAL FORECAST INDONESIA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 245 INDONESIA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 246 HISTORICAL FORECAST INDONESIA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 247 INDONESIA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 248 HISTORICAL FORECAST INDONESIA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 249 INDONESIA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 250 HISTORICAL FORECAST INDONESIA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 251 INDONESIA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 252 HISTORICAL FORECAST INDONESIA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 253 INDONESIA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 254 HISTORICAL FORECAST INDONESIA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 255 INDONESIA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

#### 9.3.7 REST OF APAC

9.3.7.1 Increase in the penetration rate of baby diapers will drive the market

TABLE 256 HISTORICAL FORECAST REST OF APAC: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 257 REST OF APAC: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 258 HISTORICAL FORECAST REST OF APAC: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 259 REST OF APAC: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 260 HISTORICAL FORECAST REST OF APAC: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 261 REST OF APAC: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 262 HISTORICAL FORECAST REST OF APAC: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 263 REST OF APAC: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 264 HISTORICAL FORECAST REST OF APAC: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 265 REST OF APAC: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 266 HISTORICAL FORECAST REST OF APAC: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 267 REST OF APAC: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 268 HISTORICAL FORECAST REST OF APAC: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 269 REST OF APAC: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 270 HISTORICAL FORECAST REST OF APAC: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 271 REST OF APAC: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

#### 9.4 EUROPE



TABLE 272 HISTORICAL FORECAST EUROPE: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2017–2024 (KILOTON)

TABLE 273 EUROPE: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2018–2025 (KILOTON)

TABLE 274 HISTORICAL FORECAST EUROPE: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 275 EUROPE: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 276 HISTORICAL FORECAST EUROPE: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 277 EUROPE: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 278 HISTORICAL FORECAST EUROPE: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 279 EUROPE: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 280 HISTORICAL FORECAST EUROPE: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 281 EUROPE: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 282 HISTORICAL FORECAST EUROPE: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 283 EUROPE: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 284 HISTORICAL FORECAST EUROPE: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION 2017–2024 (KILOTON)

TABLE 285 EUROPE: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION 2018–2025 (KILOTON)

TABLE 286 HISTORICAL FORECAST EUROPE: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION 2017–2024 (USD MILLION)

TABLE 287 EUROPE: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION 2018–2025 (USD MILLION)

TABLE 288 HISTORICAL FORECAST EUROPE: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 289 EUROPE: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 290 HISTORICAL FORECAST EUROPE: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 291 EUROPE: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY,

2018–2025 (USD MILLION)

#### 9.4.1 GERMANY

9.4.1.1 Growth of health & hygiene sector in Germany, a key driver of the breathable films market

TABLE 292 HISTORICAL FORECAST GERMANY: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 293 GERMANY: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 294 HISTORICAL FORECAST GERMANY: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 295 GERMANY: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 296 HISTORICAL FORECAST GERMANY: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 297 GERMANY: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 298 HISTORICAL FORECAST GERMANY: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 299 GERMANY: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 300 HISTORICAL FORECAST GERMANY: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 301 GERMANY: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 302 HISTORICAL FORECAST GERMANY: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 303 GERMANY: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 304 HISTORICAL FORECAST GERMANY: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 305 GERMANY: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 306 HISTORICAL FORECAST GERMANY: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 307 GERMANY: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

#### 9.4.2 UK

9.4.2.1 An expected rise in demand for hygiene product will support the growth of the market



TABLE 308 HISTORICAL FORECAST UK: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 309 UK: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 310 HISTORICAL FORECAST UK: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 311 UK: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 312 HISTORICAL FORECAST UK: POLYETHYLENE BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 313 UK: POLYETHYLENE BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 314 HISTORICAL FORECAST UK: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 315 UK: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 316 HISTORICAL FORECAST UK: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 317 UK: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 318 HISTORICAL FORECAST UK: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 319 UK: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 320 HISTORICAL FORECAST UK: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 321 UK: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 322 HISTORICAL FORECAST UK: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 323 UK: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

#### 9.4.3 FRANCE

9.4.3.1 Aging population coupled with significant production capacity to drive the market

TABLE 324 HISTORICAL FORECAST FRANCE: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 325 FRANCE: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 326 HISTORICAL FORECAST FRANCE: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 327 FRANCE: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 328 HISTORICAL FORECAST FRANCE: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 329 FRANCE: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 330 HISTORICAL FORECAST FRANCE: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 331 FRANCE: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 332 HISTORICAL FORECAST FRANCE: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 333 FRANCE: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 334 HISTORICAL FORECAST FRANCE: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 335 FRANCE: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 336 HISTORICAL FORECAST FRANCE: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 337 FRANCE: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 338 HISTORICAL FORECAST FRANCE: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 339 FRANCE: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

#### 9.4.4 ITALY

9.4.4.1 Increasing demand for athleisure expected to drive the Italian market

TABLE 340 HISTORICAL FORECAST ITALY: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 341 ITALY: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 342 HISTORICAL FORECAST ITALY: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 343 ITALY: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 344 HISTORICAL FORECAST ITALY: POLYETHYLENE-BASED

BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 345 ITALY: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 346 HISTORICAL FORECAST ITALY: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 347 ITALY: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 348 HISTORICAL FORECAST ITALY: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 349 ITALY: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 350 HISTORICAL FORECAST ITALY: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 351 ITALY: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 352 HISTORICAL FORECAST ITALY: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 353 ITALY: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 354 HISTORICAL FORECAST ITALY: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 355 ITALY: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

#### 9.4.5 REST OF EUROPE

TABLE 356 HISTORICAL FORECAST REST OF EUROPE: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 357 REST OF EUROPE: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 358 HISTORICAL FORECAST REST OF EUROPE: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 359 REST OF EUROPE: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 360 HISTORICAL FORECAST REST OF EUROPE: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 361 REST OF EUROPE: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 362 HISTORICAL FORECAST REST OF EUROPE: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 363 REST OF EUROPE: POLYETHYLENE-BASED BREATHABLE FILMS

MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 364 HISTORICAL FORECAST REST OF EUROPE: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 365 REST OF EUROPE: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 366 HISTORICAL FORECAST REST OF EUROPE: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 367 REST OF EUROPE: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 368 HISTORICAL FORECAST REST OF EUROPE: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 369 REST OF EUROPE: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 370 HISTORICAL FORECAST REST OF EUROPE: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 371 REST OF EUROPE: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

9.5 MIDDLE EAST & AFRICA

TABLE 372 HISTORICAL FORECAST MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2017–2024 (KILOTON)

TABLE 373 MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2018–2025 (KILOTON)

TABLE 374 HISTORICAL FORECAST MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 375 MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 376 HISTORICAL FORECAST MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 377 MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 378 HISTORICAL FORECAST MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 379 MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 380 HISTORICAL FORECAST MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 381 MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 382 HISTORICAL FORECAST MIDDLE EAST & AFRICA: BREATHABLE

FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 383 MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 384 HISTORICAL FORECAST MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 385 MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 386 HISTORICAL FORECAST MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 387 MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

TABLE 388 HISTORICAL FORECAST MIDDLE EAST & AFRICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 389 MIDDLE EAST & AFRICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 390 HISTORICAL FORECAST MIDDLE EAST & AFRICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 391 MIDDLE EAST & AFRICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

#### 9.5.1 EGYPT

9.5.1.1 Increasing employment, rising per capita income and increasing population are projected to drive the breathable films market

TABLE 392 HISTORICAL FORECAST EGYPT: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 393 EGYPT: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 394 HISTORICAL FORECAST EGYPT: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 395 EGYPT: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 396 HISTORICAL FORECAST EGYPT: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 397 EGYPT: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 398 HISTORICAL FORECAST EGYPT: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 399 EGYPT: BREATHABLE FILMS MARKET SIZE, BY APPLICATION,

2018–2025 (USD MILLION)

TABLE 400 HISTORICAL FORECAST EGYPT: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 401 EGYPT: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 402 HISTORICAL FORECAST EGYPT: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 403 EGYPT: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 404 HISTORICAL FORECAST EGYPT: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 405 EGYPT: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 406 HISTORICAL FORECAST EGYPT: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 407 EGYPT: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

#### 9.5.2 TURKEY

9.5.2.1 Turkey is major exporter of breathable films in the region

TABLE 408 HISTORICAL FORECAST TURKEY: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 409 TURKEY: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 410 HISTORICAL FORECAST TURKEY: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 411 TURKEY: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 412 HISTORICAL FORECAST TURKEY: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 413 TURKEY: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 414 HISTORICAL FORECAST TURKEY: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 415 TURKEY: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 416 HISTORICAL FORECAST TURKEY: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 417 TURKEY: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)



TABLE 418 HISTORICAL FORECAST TURKEY: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 419 TURKEY: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 420 HISTORICAL FORECAST TURKEY: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 421 TURKEY: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 422 HISTORICAL FORECAST TURKEY: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 423 TURKEY: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

### 9.5.3 SOUTH AFRICA

9.5.3.1 Growing demand for baby diapers from neighboring countries driving the breathable films market

TABLE 424 HISTORICAL FORECAST SOUTH AFRICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 425 SOUTH AFRICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 426 HISTORICAL FORECAST SOUTH AFRICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 427 SOUTH AFRICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 428 HISTORICAL FORECAST SOUTH AFRICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 429 SOUTH AFRICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 430 HISTORICAL FORECAST SOUTH AFRICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 431 SOUTH AFRICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 432 HISTORICAL FORECAST SOUTH AFRICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 433 SOUTH AFRICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 434 HISTORICAL FORECAST SOUTH AFRICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 435 SOUTH AFRICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 436 HISTORICAL FORECAST SOUTH AFRICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 437 SOUTH AFRICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 438 HISTORICAL FORECAST SOUTH AFRICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 439 SOUTH AFRICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

#### 9.5.4 REST OF MIDDLE EAST & AFRICA

9.5.4.1 Increasing trend of athleisure in GCC countries will be the market driver

TABLE 440 HISTORICAL FORECAST REST OF MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 441 REST OF MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 442 HISTORICAL FORECAST REST OF MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 443 REST OF MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 444 HISTORICAL FORECAST REST OF MIDDLE EAST & AFRICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 445 REST OF MIDDLE EAST & AFRICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 446 HISTORICAL FORECAST REST OF MIDDLE EAST & AFRICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 447 REST OF MIDDLE EAST & AFRICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 448 HISTORICAL FORECAST REST OF MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 449 REST OF MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 450 HISTORICAL FORECAST REST OF MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 451 REST OF MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 452 HISTORICAL FORECAST REST OF MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 453 REST OF MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET



SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 454 HISTORICAL FORECAST REST OF MIDDLE EAST & AFRICA:

BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 455 REST OF MIDDLE EAST & AFRICA: BREATHABLE FILMS MARKET

SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

9.6 SOUTH AMERICA

TABLE 456 HISTORICAL FORECAST SOUTH AMERICA: BREATHABLE FILMS

MARKET SIZE, BY COUNTRY, 2017–2024 (KILOTON)

TABLE 457 SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY COUNTRY,

2018–2025 (KILOTON)

TABLE 458 HISTORICAL FORECAST SOUTH AMERICA: BREATHABLE FILMS

MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 459 SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY COUNTRY,

2018–2025 (USD MILLION)

TABLE 460 HISTORICAL FORECAST SOUTH AMERICA: BREATHABLE FILMS

MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 461 SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TYPE,

2018–2025 (KILOTON)

TABLE 462 HISTORICAL FORECAST SOUTH AMERICA: BREATHABLE FILMS

MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 463 SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TYPE,

2018–2025 (USD MILLION)

TABLE 464 HISTORICAL FORECAST SOUTH AMERICA: POLYETHYLENE-BASED

BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 465 SOUTH AMERICA: POLYETHYLENE-BASED BREATHABLE FILMS

MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 466 HISTORICAL FORECAST SOUTH AMERICA: POLYETHYLENE-BASED

BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 467 SOUTH AMERICA: POLYETHYLENE-BASED BREATHABLE FILMS

MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 468 HISTORICAL FORECAST SOUTH AMERICA: BREATHABLE FILMS

MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 469 SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY

APPLICATION, 2018–2025 (KILOTON)

TABLE 470 HISTORICAL FORECAST SOUTH AMERICA: BREATHABLE FILMS

MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 471 SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY

APPLICATION, 2018–2025 (USD MILLION)

TABLE 472 HISTORICAL FORECAST SOUTH AMERICA: BREATHABLE FILMS

MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 473 SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 474 HISTORICAL FORECAST SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 475 SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

#### 9.6.1 BRAZIL

9.6.1.1 A decline in consumer purchasing power is affecting the growth of breathable films in Brazil

TABLE 476 HISTORICAL FORECAST BRAZIL: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 477 BRAZIL: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 478 HISTORICAL FORECAST BRAZIL: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 479 BRAZIL: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 480 HISTORICAL FORECAST BRAZIL: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 481 BRAZIL: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 482 HISTORICAL FORECAST BRAZIL: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 483 BRAZIL: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 484 HISTORICAL FORECAST BRAZIL: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 485 BRAZIL: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 486 HISTORICAL FORECAST BRAZIL: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 487 BRAZIL: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 488 HISTORICAL FORECAST BRAZIL: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 489 BRAZIL: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 490 HISTORICAL FORECAST BRAZIL: BREATHABLE FILMS MARKET SIZE,

BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 491 BRAZIL: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

#### 9.6.2 ARGENTINA

9.6.2.1 Hygiene & personal care segment is the dominant consumer of breathable films in Argentina

TABLE 492 HISTORICAL FORECAST ARGENTINA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 493 ARGENTINA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 494 HISTORICAL FORECAST ARGENTINA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 495 ARGENTINA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 496 HISTORICAL FORECAST ARGENTINA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 497 ARGENTINA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 498 HISTORICAL FORECAST ARGENTINA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 499 ARGENTINA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 500 HISTORICAL FORECAST ARGENTINA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 501 ARGENTINA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 502 HISTORICAL FORECAST ARGENTINA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 503 ARGENTINA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 504 HISTORICAL FORECAST ARGENTINA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 505 ARGENTINA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 506 HISTORICAL FORECAST ARGENTINA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 507 ARGENTINA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

#### 9.6.3 REST OF SOUTH AMERICA

9.6.3.1 Economic volatility in Rest of South America hampers the growth of breathable films

TABLE 508 HISTORICAL FORECAST REST OF SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (KILOTON)

TABLE 509 REST OF SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTON)

TABLE 510 HISTORICAL FORECAST REST OF SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 511 REST OF SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 512 HISTORICAL FORECAST REST OF SOUTH AMERICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON )

TABLE 513 REST OF SOUTH AMERICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON )

TABLE 514 HISTORICAL FORECAST REST OF SOUTH AMERICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 515 REST OF SOUTH AMERICA: POLYETHYLENE-BASED BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 516 HISTORICAL FORECAST REST OF SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (KILOTON)

TABLE 517 REST OF SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

TABLE 518 HISTORICAL FORECAST REST OF SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 519 REST OF SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 520 HISTORICAL FORECAST REST OF SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (KILOTON)

TABLE 521 REST OF SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (KILOTON)

TABLE 522 HISTORICAL FORECAST REST OF SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2017–2024 (USD MILLION)

TABLE 523 REST OF SOUTH AMERICA: BREATHABLE FILMS MARKET SIZE, BY TECHNOLOGY, 2018–2025 (USD MILLION)

## 10 COMPETITIVE LANDSCAPE

## 10.1 INTRODUCTION

FIGURE 33 COMPANIES MAJORLY ADOPTED ORGANIC GROWTH STRATEGIES BETWEEN 2016 AND 2020

## 10.2 COMPETITIVE SCENARIO

### 10.2.1 INVESTMENT & EXPANSION

TABLE 524 INVESTMENT & EXPANSION, 2016-2020

### 10.2.2 MERGER & ACQUISITION

TABLE 525 MERGER & ACQUISITION, 2016-2020

### 10.2.3 NEW PRODUCT LAUNCH

TABLE 526 NEW PRODUCT LAUNCH, 2016-2020

## 10.3 MARKET STRUCTURE

## 10.4 COMPANY EVALUATION QUADRANT DEFINITIONS

### 10.4.1 STAR

### 10.4.2 EMERGING LEADERS

### 10.4.3 PERVASIVE

### 10.4.4 PARTICIPANT

FIGURE 34 COMPANY EVALUATION QUADRANT, 2019

## 10.5 MARKET SHARE ANALYSIS

FIGURE 35 MARKET SHARE OF KEY PLAYERS, 2019

## 10.6 KEY PLAYER STRATEGIES

## 10.7 REVENUE ANALYSIS OF TOP PLAYERS

TABLE 527 REVENUE ANALYSIS OF KEY PLAYERS

## 10.8 MARKET EVALUATION FRAMEWORK

FIGURE 36 MARKET EVALUATION FRAMEWORK: MARKET EXPANSION AND CONSOLIDATION IN 2018 AND 2020

## 11 COMPANY PROFILES

(Business overview, Products offered, Recent Developments, Covid-19 Impact on Business Segment, MNM view)\*

### 11.1 MITSUI CHEMICALS

FIGURE 37 MITSUI CHEMICALS: COMPANY SNAPSHOT

### 11.2 TORAY INDUSTRIES

FIGURE 38 TORAY INDUSTRIES: COMPANY SNAPSHOT

### 11.3 COVESTRO

FIGURE 39 COVESTRO: COMPANY SNAPSHOT

### 11.4 NITTO DENKO

FIGURE 40 NITTO DENKO: COMPANY SNAPSHOT

### 11.5 SCHWEITZER-MAUDUIT INTERNATIONAL

FIGURE 41 SCHWEITZER-MAUDUIT INTERNATIONAL: COMPANY SNAPSHOT

11.6 BERRY GLOBAL GROUP

FIGURE 42 BERRY GLOBAL GROUP: COMPANY SNAPSHOT

11.7 ARKEMA

FIGURE 43 ARKEMA: COMPANY SNAPSHOT

11.8 RKW GROUP

11.9 FATRA

11.10 TRIOPLAST INDUSTRIES AB

11.11 OTHERS

11.11.1 CELANESE

11.11.2 RAHIL FOAM PVT. LTD.

11.11.3 SKYMARK PACKAGING

11.11.4 AMERICAN POLYFILM

11.11.5 INNOVIA FILMS

11.11.6 DSM ENGINEERING PLASTICS

11.11.7 AGIPLAST

11.11.8 TEKNOR APEX COMPANY

11.11.9 DAIKA KOGYO

11.11.10 SUNPLAC CORPORATION

\*Details on Business overview, Products offered, Recent Developments, Covid-19 Impact on Business Segment, MNM view might not be captured in case of unlisted companies.

## **12 ADJACENT AND RELATED MARKETS**

12.1 INTRODUCTION

FIGURE 44 POLYOLEFINS AND PETROCHEMICAL ECOSYSTEM

FIGURE 45 EXTENSION OF THE ECOSYSTEM TO BREATHABLE FILMS MARKET

12.2 LIMITATIONS

12.3 ECOSYSTEM

FIGURE 46 POLYOLEFINS AND PETROCHEMICAL ECOSYSTEM

FIGURE 47 EXTENSION OF THE ECOSYSTEM TO BREATHABLE FILMS MARKET

12.4 INDUSTRIAL FILMS MARKET

12.4.1 MARKET DEFINITION

12.4.2 MARKET OVERVIEW

FIGURE 48 INDUSTRIAL FILMS MARKET TO WITNESS RAPID GROWTH BETWEEN

### **2020 AND 2025**



#### 12.4.2.1 industrial films Market, By film type

FIGURE 49 LLDPE FILMS TO DOMINATE THE MARKET DURING FORECAST PERIOD

#### 12.4.3 INDUSTRIAL FILMS MARKET, BY FILM TYPE

TABLE 528 INDUSTRIAL FILMS MARKET SIZE, BY FILM TYPE, 2018–2025 (USD MILLION)

TABLE 529 INDUSTRIAL FILMS MARKET SIZE, BY FILM TYPE, 2018–2025 (MILLION SQUARE METER)

#### 12.4.4 INDUSTRIAL FILMS MARKET, BY END-USE INDUSTRY

FIGURE 50 AGRICULTURE TO BE THE LARGEST END-USE INDUSTRY OF THE INDUSTRIAL FILMS MARKET

TABLE 530 INDUSTRIAL FILMS MARKET SIZE, BY END-USE INDUSTRY, 2018—2025 (USD MILLION)

TABLE 531 INDUSTRIAL FILMS MARKET SIZE, BY END-USE INDUSTRY, 2018—2025 (MILLION SQUARE METER)

#### 12.4.5 INDUSTRIAL FILMS MARKET, BY REGION

TABLE 532 INDUSTRIAL FILMS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 533 INDUSTRIAL FILMS MARKET SIZE, BY REGION, 2018–2025 (MILLION SQUARE METER)

### 12.5 TEXTILE FILMS MARKET

#### 12.5.1 MARKET DEFINITION

#### 12.5.2 MARKET OVERVIEW

##### 12.5.2.1 Attractive OPPORTUNITIES IN the textile films market

FIGURE 51 GROWTH IN HYGIENE, MEDICAL, AND CONSTRUCTION APPLICATIONS TO DRIVE THE TEXTILE FILMS MARKET

#### 12.5.3 TEXTILE FILMS MARKET, BY TYPE

FIGURE 52 BREATHABLE FILMS SEGMENT TO ACCOUNT FOR THE LARGER MARKET SHARE

TABLE 534 TEXTILE FILMS MARKET SIZE, BY TYPE, 2016–2023 (KILOTON)

TABLE 535 TEXTILE FILMS MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

#### 12.5.4 TEXTILE FILMS MARKET, BY REGION

TABLE 536 TEXTILE FILMS MARKET SIZE, BY REGION, 2016–2023 (KILOTON)

TABLE 537 TEXTILE FILMS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

### 12.6 BOPP FILMS MARKET

#### 12.6.1 MARKET DEFINITION

#### 12.6.2 MARKET OVERVIEW

12.6.3 EMERGING ECONOMIES TO WITNESS A RELATIVELY HIGHER DEMAND FOR BOPP FILMS

FIGURE 53 EMERGING ECONOMIES TO OFFER ATTRACTIVE OPPORTUNITIES IN THE BOPP FILMS MARKET BETWEEN 2020 AND 2025

12.6.4 BOPP FILMS MARKET, BY PACKAGING TYPE

FIGURE 54 BAGS & POUCHES TO BE THE LARGEST PACKAGING TYPE OF BOPP FILMS

TABLE 538 BOPP FILMS MARKET SIZE, BY PACKAGING TYPE, 2018–2025 (USD MILLION)

TABLE 539 BOPP FILMS MARKET SIZE, BY PACKAGING TYPE, 2018–2025 (KILOTON)

12.6.5 BOPP FILMS MARKET, BY REGION

TABLE 540 BOPP FILMS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 541 BOPP FILMS MARKET SIZE, BY REGION, 2018–2025 (KILOTON)

12.7 BIODEGRADABLE FILMS MARKET

12.7.1 MARKET DEFINITION

12.7.2 MARKET OVERVIEW

12.7.3 SIGNIFICANT OPPORTUNITIES IN THE BIODEGRADABLE FILMS MARKET

FIGURE 55 BIODEGRADABLE FILMS MARKET EXPECTED TO WITNESS MODERATE GROWTH BETWEEN 2020 AND 2025

12.7.4 BIODEGRADABLE FILMS MARKET, BY TYPE

FIGURE 56 BIODEGRADABLE FILMS MARKET SIZE, BY TYPE, 2020 & 2025 (USD MILLION)

TABLE 542 BIODEGRADABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 543 BIODEGRADABLE FILMS MARKET SIZE, BY TYPE, 2018–2025 (KILOTONS)

12.7.5 BIODEGRADABLE FILMS MARKET, BY APPLICATION

FIGURE 57 BIODEGRADABLE FILMS MARKET SIZE, BY APPLICATION, 2020 & 2025 (USD MILLION)

TABLE 544 BIODEGRADABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 545 BIODEGRADABLE FILMS MARKET SIZE, BY APPLICATION, 2018–2025 (KILOTON)

12.7.6 BIODEGRADABLE FILMS MARKET, BY REGION

TABLE 546 BIODEGRADABLE FILMS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 547 BIODEGRADABLE FILMS MARKET SIZE, BY REGION, 2018–2025 (KILOTONS)

TABLE 548 RELATED MARKETS OF BREATHABLE FILMS



## **13 APPENDIX**

13.1 DISCUSSION GUIDE

13.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

13.3 AVAILABLE CUSTOMIZATIONS

13.4 RELATED REPORTS

13.5 AUTHOR DETAILS

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