

# **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**

<https://marketpublishers.com/r/B5BCF68FD05EN.html>

Date: September 2020

Pages: 313

Price: US\$ 4,950.00 (Single User License)

ID: B5BCF68FD05EN

## **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 =

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

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