

Protective Packaging Market by Material (Foam Plastics, Paper & Paperboard, Plastics), Type (Flexible Protective Packaging, Rigid Protective Packaging, Foam Protective Packaging), Function, Application, and Region - Global Forecast to 2028

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Abstracts

The protective packaging market is projected to grow from USD 33.3 billion in 2023 to USD 44.5 billion by 2028 at a CAGR of 5.9%. The protective packaging market presents abundant opportunities for growth and innovation, driven by several key factors. With the steady rise of e-commerce globally and increasing consumer reliance on online shopping, there is a growing demand for protective packaging solutions that can ensure the safe and secure transportation of goods. Moreover, as industries across various sectors prioritize sustainability and environmental responsibility, there is a pressing need for eco-friendly protective packaging materials and solutions. Additionally, advancements in technology and material science offer opportunities for the development of innovative packaging solutions that can provide enhanced protection while minimizing waste and environmental impact.

“Foam Plastics to be the largest material used in the protective packaging market”

Foam plastics have cemented their position as the largest material in the protective packaging market due to their exceptional versatility and effectiveness in providing cushioning and protection for a wide range of products. Foam plastics, including materials such as expanded polystyrene (EPS) and polyethylene foam, offer superior shock absorption properties, making them ideal for safeguarding fragile items during transportation and storage. Their lightweight nature further enhances their appeal, reducing shipping costs while still ensuring adequate protection against impacts, vibrations, and other external forces.

“Flexible Protective Packaging to be the largest type in the protective packaging market.”

Flexible protective packaging has secured its position as the largest type in the protective packaging market due to its exceptional versatility and adaptability across a wide range of industries. The lightweight nature of flexible packaging provides significant logistical advantages, particularly in the rapidly expanding e-commerce sector. As online shopping continues to reshape consumer behavior and fuel demand for convenient packaging solutions, flexible packaging offers an optimal balance of protection and convenience. Its lightweight construction reduces shipping costs and carbon emissions, while still providing adequate protection for goods during transit. Additionally, the flexibility of these packaging materials allows for efficient packaging of irregularly shaped or delicate items, minimizing the risk of damage and improving overall product integrity.

“The cushioning function holds the largest market share in the protective packaging market”

The growing trend towards sustainable packaging practices has led to innovations in cushioning materials that offer both effective protection and environmental responsibility. Manufacturers and consumers alike are increasingly prioritizing eco-friendly packaging solutions that minimize waste and reduce environmental impact. As a result, there has been a surge in the development of cushioning materials made from recycled or biodegradable materials, as well as alternatives to traditional foam-based packaging. These sustainable cushioning solutions not only provide effective protection but also align with corporate sustainability goals and consumer preferences for greener packaging options.

“Industrial goods application holds the largest market share in protective packaging market.”

Industrial goods represent the largest application in the protective packaging market due to the diverse range of products and equipment within this sector that require specialized packaging solutions for safe transportation and storage. Industries such as automotive, machinery, electronics, and construction rely heavily on protective packaging to safeguard their products from damage, corrosion, and environmental hazards during transit and handling. From heavy machinery and equipment to delicate electronic components, protective packaging plays a critical role in ensuring that

industrial goods reach their destination in optimal condition, minimizing the risk of costly damages and disruptions to supply chains.

“Asia Pacific is the biggest market for protective packaging.”

The thriving manufacturing sector in Asia Pacific, particularly in countries like China, India, and Japan, has further fueled the demand for protective packaging. With a vast array of products being manufactured and exported from the region, there is a growing need for packaging solutions that can safeguard goods during transit and storage. This has led to increased investments in advanced protective packaging technologies and materials to meet the stringent quality and safety standards required by manufacturers and exporters.

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

The break-up of primary interviews is given below:

By Department – Sales/Export/Marketing: 54%, Production: 23%, and R&D: 23%

By Designation – Managers: 61%, CXOs: 23%, and Executives: 16%

By Region – North America: 33%, Europe: 27%, Asia Pacific: 25%, Middle East & Africa: 10%, and South America: 5%

Companies Covered: The companies profiled in this market research report include Smurfit Kappa Group (Ireland), Sealed Air (US), Sonoco Products Company (US), Crown Holdings Inc. (US), DS Smith plc (UK), PREGIS LLC (US), Intertape Polymer Group Inc. (US), Pro-Pac Packaging Ltd. (Australia), Storopack Hans Reichenecker GmbH (Germany), Ranpak Holdings Corp. (US) and others.

Research Coverage:

The market study covers protective packaging across various segments. It aims to estimate the market size and the growth potential of this market across different segments based on material, type, function, application, and region. The study also

includes an in-depth competitive analysis of key players in the market, their company profiles, key observations related to their products and business offerings, recent developments undertaken by them, and key growth strategies adopted by them to improve their position in the protective packaging market.

Key Benefits of Buying the Report

The report is expected to help the market leaders/new entrants in this market share the closest approximations of the revenue numbers of the overall protective packaging market and its segments and sub-segments. This report is projected to help stakeholders understand the competitive landscape of the market, gain insights to improve the position of their businesses and plan suitable go-to-market strategies. The report also aims to help stakeholders understand the pulse of the market and provides them with information on the key market drivers, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Increasing international trade, Growth of the e-commerce industry), restraints (Stringent regulations for packaging, Volatile raw material cost) opportunities (Rise in online grocery shopping, Developing new sustainable packaging options, Expansion into emerging markets), and challenges (Maintaining product quality) influencing the growth of the protective packaging market

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the protective packaging market

Market Development: Comprehensive information about lucrative markets – the report analyses the protective packaging market across varied regions

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the protective packaging market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like as Smurfit Kappa Group (Ireland), Sealed Air (US), Sonoco Products Company (US), Crown Holdings Inc. (US), DS Smith plc (UK), and others in the protective packaging market.

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.2.1 INCLUSIONS & EXCLUSIONS

1.3 MARKET SCOPE

FIGURE 1 PROTECTIVE PACKAGING: MARKET SEGMENTATION

1.3.1 YEARS CONSIDERED

1.3.2 REGIONS COVERED

1.4 CURRENCY CONSIDERED

1.5 UNITS CONSIDERED

1.6 LIMITATIONS

1.7 STAKEHOLDERS

1.8 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 2 PROTECTIVE PACKAGING 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 primary insights

FIGURE 3 STAKEHOLDERS INVOLVED AND BREAKDOWN OF PRIMARY INTERVIEWS

2.2 MARKET SIZE ESTIMATION

2.2.1 BOTTOM-UP APPROACH

FIGURE 4 MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH

2.2.2 TOP-DOWN APPROACH

FIGURE 5 MARKET SIZE ESTIMATION: TOP-DOWN APPROACH

FIGURE 6 MARKET SIZE ESTIMATION (SUPPLY SIDE)

2.3 MARKET BREAKDOWN AND DATA TRIANGULATION

FIGURE 7 PROTECTIVE PACKAGING MARKET: DATA TRIANGULATION

2.4 RESEARCH ASSUMPTIONS

2.5 RESEARCH LIMITATIONS

2.6 GROWTH RATE ASSUMPTIONS

2.7 RECESSION IMPACT

3 EXECUTIVE SUMMARY

FIGURE 8 FOAM PLASTICS TO REMAIN LARGEST MATERIAL SEGMENT DURING FORECAST PERIOD

FIGURE 9 FLEXIBLE PROTECTIVE PACKAGING SEGMENT TO GROW AT HIGHEST RATE FROM 2023 TO 2028

FIGURE 10 CUSHIONING FUNCTION TO BE LARGEST SEGMENT THROUGH 2028

FIGURE 11 INDUSTRIAL GOODS APPLICATION TO LEAD PROTECTIVE PACKAGING MARKET

FIGURE 12 ASIA PACIFIC ACCOUNTED FOR LARGEST MARKET SHARE IN 2022

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN PROTECTIVE PACKAGING MARKET

FIGURE 13 INCREASED INTERNATIONAL TRADE TO DRIVE PROTECTIVE PACKAGING MARKET

4.2 ASIA PACIFIC PROTECTIVE PACKAGING MARKET, BY MATERIAL AND COUNTRY

FIGURE 14 FOAM PLASTICS AND CHINA WERE MAJOR STAKEHOLDERS IN 2022

4.3 PROTECTIVE PACKAGING MARKET, BY MATERIAL

FIGURE 15 FOAM PLASTICS TO BE LARGEST SEGMENT DURING FORECAST PERIOD

4.4 PROTECTIVE PACKAGING MARKET, BY TYPE

FIGURE 16 FLEXIBLE PROTECTIVE PACKAGING TO LEAD MARKET DURING FORECAST PERIOD

4.5 PROTECTIVE PACKAGING MARKET, BY FUNCTION

FIGURE 17 CUSHIONING TO SURPASS OTHER SEGMENTS DURING FORECAST PERIOD

4.6 PROTECTIVE PACKAGING MARKET, BY APPLICATION

FIGURE 18 INDUSTRIAL GOODS SEGMENT TO REMAIN LARGEST THROUGH 2028

4.7 PROTECTIVE PACKAGING MARKET, BY REGION

FIGURE 19 CHINA TO BE FASTEST-GROWING MARKET DURING FORECAST PERIOD

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 20 PROTECTIVE PACKAGING MARKET DYNAMICS

5.2.1 DRIVERS

5.2.1.1 Surge in international trade

FIGURE 21 WORLD GOODS EXPORTS, 1982–2022 (USD TRILLION)

5.2.1.2 Growth of e-commerce industry

FIGURE 22 US E-COMMERCE AS PERCENT OF TOTAL RETAIL SALES, 1999–2023

5.2.2 RESTRAINTS

5.2.2.1 Stringent regulations for packaging

5.2.2.2 Volatile raw material cost

FIGURE 23 FLUCTUATIONS IN RAW MATERIAL PRICES, 2022–2023 (USD/BARREL)

5.2.3 OPPORTUNITIES

5.2.3.1 Rise in online grocery shopping

5.2.3.2 Development of sustainable packaging options

5.2.3.3 Expansion into emerging markets

5.2.4 CHALLENGES

5.2.4.1 Limited availability of sustainable and durable packaging material

5.3 TRENDS AND DISRUPTIONS IMPACTING CUSTOMER'S BUSINESS

FIGURE 24 TRENDS AND DISRUPTIONS IMPACTING CUSTOMER'S BUSINESS

5.4 SUPPLY CHAIN ANALYSIS

FIGURE 25 SUPPLY CHAIN ANALYSIS

5.5 ECOSYSTEM MAP

FIGURE 26 KEY PLAYERS IN PROTECTIVE PACKAGING MARKET ECOSYSTEM

TABLE 1 PROTECTIVE PACKAGING MARKET: ECOSYSTEM

5.6 TECHNOLOGY ANALYSIS

5.6.1 KEY TECHNOLOGIES

5.6.2 COMPLEMENTARY TECHNOLOGIES

5.6.3 ADJACENT TECHNOLOGIES

5.7 PATENT ANALYSIS

FIGURE 27 NUMBER OF PATENTS GRANTED FOR PROTECTIVE PACKAGING MARKET, 2014–2023

FIGURE 28 REGIONAL ANALYSIS OF PATENTS GRANTED FOR PROTECTIVE PACKAGING MARKET, 2014–2023

TABLE 2 PATENTS IN PROTECTIVE PACKAGING MARKET, 2022–2023

5.8 TRADE ANALYSIS

5.8.1 EXPORT SCENARIO OF PROTECTIVE PACKAGING MARKET

5.8.1.1 Export scenario for HS Code: 481910

FIGURE 29 EXPORTS (HS CODE 481910), BY KEY COUNTRY, 2018–2022 (USD BILLION)

5.8.1.2 Export scenario for HS Code: 392390

FIGURE 30 EXPORTS (HS CODE 392390), BY KEY COUNTRY, 2018–2022 (USD BILLION)

5.8.2 IMPORT SCENARIO OF PROTECTIVE PACKAGING MARKET

5.8.2.1 Import scenario for HS Code: 481910

FIGURE 31 IMPORTS (HS CODE 481910), BY KEY COUNTRY, 2018–2022 (USD BILLION)

5.8.2.2 Import scenario for HS Code: 392390

FIGURE 32 IMPORTS (HS CODE 392390), BY KEY COUNTRY, 2018–2022 (USD BILLION)

5.9 KEY CONFERENCES AND EVENTS (2024–2025)

TABLE 3 KEY CONFERENCES AND EVENTS (2024–2025)

5.10 CASE STUDY ANALYSIS

5.10.1 F35 JOINT STRIKE FIGHTER PACKAGED FOR SHIPMENT

5.10.1.1 Challenge

5.10.1.2 Solution

5.10.2 SWITCH TO GREEN BUBBLE PACKAGING SAVED OVER USD 190,000 ANNUALLY

5.10.2.1 Challenge

5.10.2.2 Solution

5.10.3 PROTECTIVE PACKAGING FOR TABLETS

5.10.3.1 Challenge

5.10.3.2 Solution

5.11 TARIFF AND REGULATORY LANDSCAPE

5.11.1 TARIFF RELATED TO PROTECTIVE PACKAGING MARKET

TABLE 4 AVERAGE TARIFF RATES FOR HS 392390, BY COUNTRY, 2022

TABLE 5 AVERAGE TARIFF RATES FOR HS 481910, BY COUNTRY, 2022

5.11.2 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 6 NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 7 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 8 ASIA PACIFIC: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 9 REST OF WORLD: REGULATORY BODIES, GOVERNMENT AGENCIES,

AND OTHER ORGANIZATIONS

5.12 PORTER'S FIVE FORCES ANALYSIS

FIGURE 33 PORTER'S FIVE FORCES ANALYSIS

TABLE 10 PORTER'S FIVE FORCES ANALYSIS

5.12.1 THREAT OF NEW ENTRANTS

5.12.2 THREAT OF SUBSTITUTES

5.12.3 BARGAINING POWER OF SUPPLIERS

5.12.4 BARGAINING POWER OF BUYERS

5.12.5 INTENSITY OF COMPETITIVE RIVALRY

5.13 KEY STAKEHOLDERS AND BUYING CRITERIA

5.13.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 34 INFLUENCE OF STAKEHOLDERS IN BUYING PROCESS FOR TOP FOUR APPLICATIONS

TABLE 11 INFLUENCE OF STAKEHOLDERS IN BUYING PROCESS FOR TOP FOUR APPLICATIONS (%)

5.13.2 BUYING CRITERIA

FIGURE 35 KEY BUYING CRITERIA FOR PROTECTIVE PACKAGING TOP FOUR APPLICATIONS

TABLE 12 KEY BUYING CRITERIA FOR PROTECTIVE PACKAGING TOP APPLICATIONS

5.14 MACROECONOMIC INDICATORS

5.14.1 GLOBAL GDP OUTLOOK

TABLE 13 GLOBAL GDP GROWTH PROJECTION, 2021–2028 (USD TRILLION)

5.15 PRICING ANALYSIS

5.15.1 AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY TYPE

FIGURE 36 AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY TYPE

TABLE 14 AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY TYPE (USD/KG)

5.15.2 AVERAGE SELLING PRICE TREND, BY REGION

FIGURE 37 AVERAGE SELLING PRICE TREND, BY REGION (USD/KG)

TABLE 15 AVERAGE SELLING PRICE TREND, BY REGION, 2022–2028 (USD/KG)

5.16 INVESTMENT AND FUNDING SCENARIO

FIGURE 38 INVESTOR FUNDING FOR PROTECTIVE PACKAGING SORED IN 2023

6 PROTECTIVE PACKAGING MARKET, BY MATERIAL

6.1 INTRODUCTION

FIGURE 39 PAPER & PAPERBOARD TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

TABLE 16 PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 17 PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 18 PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 19 PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

6.2 FOAM PLASTICS

6.2.1 LIGHTWEIGHT, CUSTOMIZABLE, AND SHOCK–ABSORBING PROPERTIES TO DRIVE MARKET

6.3 PAPER & PAPERBOARD

6.3.1 INCREASING EMPHASIS ON SUSTAINABILITY TO DRIVE MARKET

6.4 PLASTICS

6.4.1 DURABILITY, VERSATILITY, AND COST-EFFECTIVENESS TO DRIVE MARKET

6.5 OTHER MATERIALS

7 PROTECTIVE PACKAGING MARKET, BY TYPE

7.1 INTRODUCTION

FIGURE 40 FLEXIBLE PROTECTIVE PACKAGING TO DOMINATE MARKET DURING FORECAST PERIOD

TABLE 20 PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 21 PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 22 PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 23 PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

7.2 RIGID PROTECTIVE PACKAGING

7.2.1 NEED FOR SAFE AND SECURE TRANSPORTATION TO DRIVE MARKET

7.3 FLEXIBLE PROTECTIVE PACKAGING

7.3.1 RISE IN E-COMMERCE AND ONLINE RETAILING TO DRIVE MARKET

7.4 FOAM PROTECTIVE PACKAGING

7.4.1 EXCEPTIONAL CUSHIONING AND SHOCK ABSORPTION TO DRIVE MARKET

8 PROTECTIVE PACKAGING MARKET, BY FUNCTION

8.1 INTRODUCTION

FIGURE 41 CUSHIONING TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

TABLE 24 PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 25 PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 26 PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 27 PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

8.2 CUSHIONING

8.2.1 INCREASING CONCERNS ABOUT PRODUCT QUALITY AND BRAND REPUTATION TO DRIVE MARKET

8.3 BLOCKING & BRACING

8.3.1 INCREASE IN TRADE OF INDUSTRIAL GOODS TO DRIVE MARKET

8.4 VOID FILL

8.4.1 WIDE SHIPPING AND HANDLING TO DRIVE MARKET

8.5 INSULATION

8.5.1 RISING DEMAND FOR TEMPERATURE-SENSITIVE PHARMACEUTICAL PRODUCTS TO DRIVE MARKET

8.6 WRAPPING

8.6.1 INCREASING FOCUS ON PRODUCT PRESENTATION TO DRIVE MARKET

9 PROTECTIVE PACKAGING MARKET, BY APPLICATION

9.1 INTRODUCTION

FIGURE 42 CONSUMER ELECTRONICS SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 28 PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 29 PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 30 PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 31 PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

9.2 FOOD & BEVERAGE

9.2.1 CONSUMER PREFERENCE FOR CONVENIENT AND ON-THE-GO FOOD

CONSUMPTION TO DRIVE MARKET

9.3 INDUSTRIAL GOODS

9.3.1 GLOBALIZATION OF SUPPLY CHAINS TO DRIVE MARKET

9.4 HEALTHCARE

9.4.1 STRICT REGULATIONS AND STANDARDS FOR PRODUCT STORAGE TO DRIVE MARKET

9.5 AUTOMOTIVE

9.5.1 FOCUS ON LEAN MANUFACTURING PRINCIPLES AND JUST-IN-TIME DELIVERY TO DRIVE MARKET

9.6 CONSUMER ELECTRONICS

9.6.1 RISE IN E-COMMERCE AND GLOBAL SHIPPING TO DRIVE MARKET

9.7 HOUSEHOLD APPLIANCES

9.7.1 GROWING DEMAND FOR SAFE HANDLING AND TRANSPORTATION TO DRIVE MARKET

9.8 OTHER APPLICATIONS

10 PROTECTIVE PACKAGING MARKET, BY REGION

10.1 INTRODUCTION

FIGURE 43 RISING MANUFACTURING ACTIVITIES AND E-COMMERCE INDUSTRY TO DRIVE MARKET

TABLE 32 PROTECTIVE PACKAGING MARKET, BY REGION, 2019–2021 (USD MILLION)

TABLE 33 PROTECTIVE PACKAGING MARKET, BY REGION, 2022–2028 (USD MILLION)

TABLE 34 PROTECTIVE PACKAGING MARKET, BY REGION, 2019–2021 (KILOTON)

TABLE 35 PROTECTIVE PACKAGING MARKET, BY REGION, 2022–2028 (KILOTON)

10.2 ASIA PACIFIC

10.2.1 RECESSION IMPACT

FIGURE 44 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET SNAPSHOT

TABLE 36 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2019–2021 (USD MILLION)

TABLE 37 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2022–2028 (USD MILLION)

TABLE 38 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2019–2021 (KILOTON)

TABLE 39 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2022–2028 (KILOTON)

TABLE 40 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY MATERIAL,

2019–2021 (USD MILLION)

TABLE 41 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 42 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 43 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 44 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 45 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 46 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 47 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 48 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 49 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 50 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 51 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 52 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 53 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 54 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 55 ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.2.2 CHINA

10.2.2.1 Robust manufacturing sector to drive market

TABLE 56 CHINA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 57 CHINA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 58 CHINA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 59 CHINA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 60 CHINA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 61 CHINA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 62 CHINA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 63 CHINA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 64 CHINA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 65 CHINA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 66 CHINA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 67 CHINA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 68 CHINA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 69 CHINA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 70 CHINA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 71 CHINA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.2.3 JAPAN

10.2.3.1 Strong export dominance in electronics and automotive industries to drive market

TABLE 72 JAPAN: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 73 JAPAN: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 74 JAPAN: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 75 JAPAN: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 76 JAPAN: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 77 JAPAN: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 78 JAPAN: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 79 JAPAN: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 80 JAPAN: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 81 JAPAN: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 82 JAPAN: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 83 JAPAN: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 84 JAPAN: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 85 JAPAN: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 86 JAPAN: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 87 JAPAN: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.2.4 INDIA

10.2.4.1 Growing e-commerce industry to drive market

TABLE 88 INDIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 89 INDIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 90 INDIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 91 INDIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 92 INDIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 93 INDIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 94 INDIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 95 INDIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028

(KILOTON)

TABLE 96 INDIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021
(USD MILLION)

TABLE 97 INDIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028
(USD MILLION)

TABLE 98 INDIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021
(KILOTON)

TABLE 99 INDIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028
(KILOTON)

TABLE 100 INDIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2019–2021 (USD MILLION)

TABLE 101 INDIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2022–2028 (USD MILLION)

TABLE 102 INDIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2019–2021 (KILOTON)

TABLE 103 INDIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2022–2028 (KILOTON)

10.2.5 AUSTRALIA

10.2.5.1 Advancements in medical technology to drive market

TABLE 104 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL,
2019–2021 (USD MILLION)

TABLE 105 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL,
2022–2028 (USD MILLION)

TABLE 106 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL,
2019–2021 (KILOTON)

TABLE 107 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL,
2022–2028 (KILOTON)

TABLE 108 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021
(USD MILLION)

TABLE 109 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028
(USD MILLION)

TABLE 110 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021
(KILOTON)

TABLE 111 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028
(KILOTON)

TABLE 112 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION,
2019–2021 (USD MILLION)

TABLE 113 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION,
2022–2028 (USD MILLION)

TABLE 114 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 115 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 116 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 117 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 118 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 119 AUSTRALIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.2.6 REST OF ASIA PACIFIC

TABLE 120 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 121 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 122 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 123 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 124 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 125 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 126 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 127 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 128 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 129 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 130 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 131 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 132 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 133 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 134 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 135 REST OF ASIA PACIFIC: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.3 EUROPE

10.3.1 RECESSION IMPACT

FIGURE 45 EUROPE: PROTECTIVE PACKAGING MARKET SNAPSHOT

TABLE 136 EUROPE: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2019–2021 (USD MILLION)

TABLE 137 EUROPE: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2022–2028 (USD MILLION)

TABLE 138 EUROPE: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2019–2021 (KILOTON)

TABLE 139 EUROPE: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2022–2028 (KILOTON)

TABLE 140 EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 141 EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 142 EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 143 EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 144 EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 145 EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 146 EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 147 EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 148 EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 149 EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 150 EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 151 EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 152 EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 153 EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 154 EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 155 EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.3.2 WESTERN EUROPE

TABLE 156 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 157 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 158 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 159 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 160 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 161 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 162 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 163 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 164 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 165 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 166 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 167 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 168 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 169 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 170 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 171 WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.3.2.1 Germany

10.3.2.1.1 Rise in international trade and transportation of goods to drive market

TABLE 172 GERMANY: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 173 GERMANY: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 174 GERMANY: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 175 GERMANY: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 176 GERMANY: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 177 GERMANY: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 178 GERMANY: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 179 GERMANY: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 180 GERMANY: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 181 GERMANY: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 182 GERMANY: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 183 GERMANY: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 184 GERMANY: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 185 GERMANY: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 186 GERMANY: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 187 GERMANY: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.3.2.2 UK

10.3.2.2.1 Increasing adoption of digital technologies to drive market

TABLE 188 UK: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021
(USD MILLION)

TABLE 189 UK: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028
(USD MILLION)

TABLE 190 UK: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021
(KILOTON)

TABLE 191 UK: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028
(KILOTON)

TABLE 192 UK: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD
MILLION)

TABLE 193 UK: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD
MILLION)

TABLE 194 UK: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021
(KILOTON)

TABLE 195 UK: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028
(KILOTON)

TABLE 196 UK: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021
(USD MILLION)

TABLE 197 UK: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028
(USD MILLION)

TABLE 198 UK: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021
(KILOTON)

TABLE 199 UK: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028
(KILOTON)

TABLE 200 UK: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021
(USD MILLION)

TABLE 201 UK: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028
(USD MILLION)

TABLE 202 UK: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021
(KILOTON)

TABLE 203 UK: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028
(KILOTON)

10.3.2.3 France

10.3.2.3.1 Increasing demand for aerospace products and services to drive market

TABLE 204 FRANCE: PROTECTIVE PACKAGING MARKET, BY MATERIAL,
2019–2021 (USD MILLION)

TABLE 205 FRANCE: PROTECTIVE PACKAGING MARKET, BY MATERIAL,
2022–2028 (USD MILLION)

TABLE 206 FRANCE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 207 FRANCE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 208 FRANCE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 209 FRANCE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 210 FRANCE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 211 FRANCE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 212 FRANCE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 213 FRANCE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 214 FRANCE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 215 FRANCE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 216 FRANCE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 217 FRANCE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 218 FRANCE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 219 FRANCE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.3.2.4 Italy

10.3.2.4.1 Surge in food retail sales to drive market

TABLE 220 ITALY: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 221 ITALY: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 222 ITALY: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 223 ITALY: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 224 ITALY: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD

MILLION)

TABLE 225 ITALY: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 226 ITALY: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 227 ITALY: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 228 ITALY: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 229 ITALY: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 230 ITALY: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 231 ITALY: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 232 ITALY: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 233 ITALY: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 234 ITALY: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 235 ITALY: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.3.2.5 Spain

10.3.2.5.1 Increasing exports of agricultural goods to drive market

TABLE 236 SPAIN: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 237 SPAIN: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 238 SPAIN: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 239 SPAIN: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 240 SPAIN: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 241 SPAIN: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 242 SPAIN: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 243 SPAIN: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028
(KILOTON)

TABLE 244 SPAIN: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021
(USD MILLION)

TABLE 245 SPAIN: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028
(USD MILLION)

TABLE 246 SPAIN: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021
(KILOTON)

TABLE 247 SPAIN: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028
(KILOTON)

TABLE 248 SPAIN: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2019–2021 (USD MILLION)

TABLE 249 SPAIN: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2022–2028 (USD MILLION)

TABLE 250 SPAIN: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2019–2021 (KILOTON)

TABLE 251 SPAIN: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2022–2028 (KILOTON)

10.3.2.6 Benelux

10.3.2.6.1 Increased consumer spending on packaged goods to drive market

TABLE 252 BENELUX: PROTECTIVE PACKAGING MARKET, BY MATERIAL,
2019–2021 (USD MILLION)

TABLE 253 BENELUX: PROTECTIVE PACKAGING MARKET, BY MATERIAL,
2022–2028 (USD MILLION)

TABLE 254 BENELUX: PROTECTIVE PACKAGING MARKET, BY MATERIAL,
2019–2021 (KILOTON)

TABLE 255 BENELUX: PROTECTIVE PACKAGING MARKET, BY MATERIAL,
2022–2028 (KILOTON)

TABLE 256 BENELUX: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021
(USD MILLION)

TABLE 257 BENELUX: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028
(USD MILLION)

TABLE 258 BENELUX: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021
(KILOTON)

TABLE 259 BENELUX: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028
(KILOTON)

TABLE 260 BENELUX: PROTECTIVE PACKAGING MARKET, BY FUNCTION,
2019–2021 (USD MILLION)

TABLE 261 BENELUX: PROTECTIVE PACKAGING MARKET, BY FUNCTION,

2022–2028 (USD MILLION)

TABLE 262 BENELUX: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 263 BENELUX: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 264 BENELUX: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 265 BENELUX: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 266 BENELUX: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 267 BENELUX: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.3.2.7 Rest of Western Europe

TABLE 268 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 269 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 270 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 271 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 272 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 273 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 274 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 275 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 276 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 277 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 278 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 279 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 280 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET,

BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 281 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 282 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 283 REST OF WESTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.3.3 EASTERN EUROPE

TABLE 284 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 285 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 286 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 287 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 288 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 289 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 290 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 291 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 292 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 293 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 294 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 295 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 296 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 297 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 298 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 299 EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY

APPLICATION, 2022–2028 (KILOTON)**10.3.3.1 Russia****10.3.3.1.1 Growth in the manufacturing industry to drive market****TABLE 300 RUSSIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)****TABLE 301 RUSSIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)****TABLE 302 RUSSIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)****TABLE 303 RUSSIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)****TABLE 304 RUSSIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)****TABLE 305 RUSSIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)****TABLE 306 RUSSIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)****TABLE 307 RUSSIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)****TABLE 308 RUSSIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)****TABLE 309 RUSSIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)****TABLE 310 RUSSIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)****TABLE 311 RUSSIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)****TABLE 312 RUSSIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)****TABLE 313 RUSSIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)****TABLE 314 RUSSIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)****TABLE 315 RUSSIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)****10.3.3.2 Poland****10.3.3.2.1 Increasing number of integrated packaging manufacturers to drive market****TABLE 316 POLAND: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)**

TABLE 317 POLAND: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 318 POLAND: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 319 POLAND: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 320 POLAND: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 321 POLAND: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 322 POLAND: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 323 POLAND: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 324 POLAND: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 325 POLAND: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 326 POLAND: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 327 POLAND: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 328 POLAND: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 329 POLAND: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 330 POLAND: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 331 POLAND: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.3.3.3 Rest of Eastern Europe

TABLE 332 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 333 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 334 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 335 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 336 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 337 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 338 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 339 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 340 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 341 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 342 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 343 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 344 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 345 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 346 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 347 REST OF EASTERN EUROPE: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.3.4 NORDICS

TABLE 348 NORDICS: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 349 NORDICS: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 350 NORDICS: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 351 NORDICS: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 352 NORDICS: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 353 NORDICS: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 354 NORDICS: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 355 NORDICS: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 356 NORDICS: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 357 NORDICS: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 358 NORDICS: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 359 NORDICS: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 360 NORDICS: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 361 NORDICS: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 362 NORDICS: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 363 NORDICS: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.4 SOUTH AMERICA

10.4.1 RECESSION IMPACT

TABLE 364 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2019–2021 (USD MILLION)

TABLE 365 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2022–2028 (USD MILLION)

TABLE 366 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2019–2021 (KILOTON)

TABLE 367 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2022–2028 (KILOTON)

TABLE 368 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 369 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 370 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 371 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 372 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 373 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY TYPE,

2022–2028 (USD MILLION)

TABLE 374 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 375 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 376 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 377 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 378 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 379 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 380 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 381 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 382 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 383 SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.4.2 BRAZIL

10.4.2.1 Growing agricultural exports to drive market

TABLE 384 BRAZIL: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 385 BRAZIL: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 386 BRAZIL: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 387 BRAZIL: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 388 BRAZIL: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 389 BRAZIL: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 390 BRAZIL: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 391 BRAZIL: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 392 BRAZIL: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 393 BRAZIL: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 394 BRAZIL: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 395 BRAZIL: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 396 BRAZIL: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 397 BRAZIL: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 398 BRAZIL: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 399 BRAZIL: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.4.3 ARGENTINA

10.4.3.1 High-income economy with rich natural resources and strong industrial base to drive market

TABLE 400 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 401 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 402 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 403 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 404 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 405 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 406 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 407 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 408 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 409 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 410 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 411 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 412 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 413 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 414 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 415 ARGENTINA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.4.4 REST OF SOUTH AMERICA

TABLE 416 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 417 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 418 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 419 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 420 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 421 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 422 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 423 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 424 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 425 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 426 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 427 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 428 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 429 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 430 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 431 REST OF SOUTH AMERICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.5 NORTH AMERICA

10.5.1 RECESSION IMPACT

FIGURE 46 NORTH AMERICA: PROTECTIVE PACKAGING MARKET SNAPSHOT

TABLE 432 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2019–2021 (USD MILLION)

TABLE 433 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2022–2028 (USD MILLION)

TABLE 434 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2019–2021 (KILOTON)

TABLE 435 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2022–2028 (KILOTON)

TABLE 436 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 437 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 438 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 439 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 440 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 441 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 442 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 443 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 444 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 445 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 446 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 447 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 448 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 449 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 450 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 451 NORTH AMERICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.5.2 US

10.5.2.1 Growing automotive industry to drive market

TABLE 452 US: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 453 US: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 454 US: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 455 US: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 456 US: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 457 US: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 458 US: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 459 US: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 460 US: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 461 US: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 462 US: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 463 US: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 464 US: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 465 US: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028

(USD MILLION)

TABLE 466 US: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021
(KILOTON)

TABLE 467 US: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028
(KILOTON)

10.5.3 CANADA

10.5.3.1 Growing food & beverage industry to drive market

TABLE 468 CANADA: PROTECTIVE PACKAGING MARKET, BY MATERIAL,
2019–2021 (USD MILLION)

TABLE 469 CANADA: PROTECTIVE PACKAGING MARKET, BY MATERIAL,
2022–2028 (USD MILLION)

TABLE 470 CANADA: PROTECTIVE PACKAGING MARKET, BY MATERIAL,
2019–2021 (KILOTON)

TABLE 471 CANADA: PROTECTIVE PACKAGING MARKET, BY MATERIAL,
2022–2028 (KILOTON)

TABLE 472 CANADA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021
(USD MILLION)

TABLE 473 CANADA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028
(USD MILLION)

TABLE 474 CANADA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021
(KILOTON)

TABLE 475 CANADA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028
(KILOTON)

TABLE 476 CANADA: PROTECTIVE PACKAGING MARKET, BY FUNCTION,
2019–2021 (USD MILLION)

TABLE 477 CANADA: PROTECTIVE PACKAGING MARKET, BY FUNCTION,
2022–2028 (USD MILLION)

TABLE 478 CANADA: PROTECTIVE PACKAGING MARKET, BY FUNCTION,
2019–2021 (KILOTON)

TABLE 479 CANADA: PROTECTIVE PACKAGING MARKET, BY FUNCTION,
2022–2028 (KILOTON)

TABLE 480 CANADA: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2019–2021 (USD MILLION)

TABLE 481 CANADA: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2022–2028 (USD MILLION)

TABLE 482 CANADA: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2019–2021 (KILOTON)

TABLE 483 CANADA: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2022–2028 (KILOTON)

10.5.4 MEXICO

10.5.4.1 Technological advancements and government policies to drive market

TABLE 484 MEXICO: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 485 MEXICO: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 486 MEXICO: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 487 MEXICO: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 488 MEXICO: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 489 MEXICO: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 490 MEXICO: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 491 MEXICO: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 492 MEXICO: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 493 MEXICO: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 494 MEXICO: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 495 MEXICO: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 496 MEXICO: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 497 MEXICO: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 498 MEXICO: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 499 MEXICO: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.6 MIDDLE EAST & AFRICA

10.6.1 RECESSION IMPACT

TABLE 500 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2019–2021 (USD MILLION)

TABLE 501 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY

COUNTRY, 2022–2028 (USD MILLION)

TABLE 502 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2019–2021 (KILOTON)

TABLE 503 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY COUNTRY, 2022–2028 (KILOTON)

TABLE 504 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 505 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 506 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 507 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 508 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 509 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 510 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 511 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 512 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 513 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 514 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 515 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 516 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 517 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 518 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 519 MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.6.2 GCC COUNTRIES

TABLE 520 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY MATERIAL,

2019–2021 (USD MILLION)

TABLE 521 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 522 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 523 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 524 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 525 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 526 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 527 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 528 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 529 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 530 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 531 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 532 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 533 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 534 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 535 GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.6.2.1 Saudi Arabia

10.6.2.1.1 Broad and ambitious socio-economic reform to drive market

TABLE 536 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 537 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 538 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 539 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 540 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 541 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 542 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 543 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 544 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 545 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 546 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 547 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 548 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 549 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 550 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 551 SAUDI ARABIA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.6.2.2 UAE

10.6.2.2.1 Increasing non–oil goods trade to drive market

TABLE 552 UAE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 553 UAE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 554 UAE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 555 UAE: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 556 UAE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 557 UAE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD

MILLION)

TABLE 558 UAE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021
(KILOTON)

TABLE 559 UAE: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028
(KILOTON)

TABLE 560 UAE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021
(USD MILLION)

TABLE 561 UAE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028
(USD MILLION)

TABLE 562 UAE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021
(KILOTON)

TABLE 563 UAE: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028
(KILOTON)

TABLE 564 UAE: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2019–2021 (USD MILLION)

TABLE 565 UAE: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2022–2028 (USD MILLION)

TABLE 566 UAE: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2019–2021 (KILOTON)

TABLE 567 UAE: PROTECTIVE PACKAGING MARKET, BY APPLICATION,
2022–2028 (KILOTON)

10.6.2.3 Rest of GCC countries

TABLE 568 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY
MATERIAL, 2019–2021 (USD MILLION)

TABLE 569 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY
MATERIAL, 2022–2028 (USD MILLION)

TABLE 570 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY
MATERIAL, 2019–2021 (KILOTON)

TABLE 571 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY
MATERIAL, 2022–2028 (KILOTON)

TABLE 572 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY
TYPE, 2019–2021 (USD MILLION)

TABLE 573 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY
TYPE, 2022–2028 (USD MILLION)

TABLE 574 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY
TYPE, 2019–2021 (KILOTON)

TABLE 575 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY
TYPE, 2022–2028 (KILOTON)

TABLE 576 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY

FUNCTION, 2019–2021 (USD MILLION)

TABLE 577 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 578 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 579 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 580 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 581 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 582 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 583 REST OF GCC COUNTRIES: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.6.3 SOUTH AFRICA

10.6.3.1 Increasing consumer reliance on packaged foods to drive market

TABLE 584 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 585 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 586 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 587 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 588 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 589 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 590 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 591 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 592 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 593 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 594 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 595 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 596 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 597 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 598 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 599 SOUTH AFRICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

10.6.4 REST OF MIDDLE EAST & AFRICA

TABLE 600 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (USD MILLION)

TABLE 601 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (USD MILLION)

TABLE 602 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2019–2021 (KILOTON)

TABLE 603 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY MATERIAL, 2022–2028 (KILOTON)

TABLE 604 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (USD MILLION)

TABLE 605 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (USD MILLION)

TABLE 606 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2019–2021 (KILOTON)

TABLE 607 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY TYPE, 2022–2028 (KILOTON)

TABLE 608 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (USD MILLION)

TABLE 609 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (USD MILLION)

TABLE 610 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2019–2021 (KILOTON)

TABLE 611 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY FUNCTION, 2022–2028 (KILOTON)

TABLE 612 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (USD MILLION)

TABLE 613 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 614 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2019–2021 (KILOTON)

TABLE 615 REST OF MIDDLE EAST & AFRICA: PROTECTIVE PACKAGING MARKET, BY APPLICATION, 2022–2028 (KILOTON)

11 COMPETITIVE LANDSCAPE

11.1 KEY PLAYER STRATEGIES/RIGHT TO WIN

TABLE 616 OVERVIEW OF STRATEGIES ADOPTED BY KEY PROTECTIVE PACKAGING PLAYERS

11.2 REVENUE ANALYSIS

FIGURE 47 REVENUE OF KEY PLAYERS, 2018–2022

11.3 MARKET SHARE ANALYSIS

FIGURE 48 SHARE OF KEY PLAYERS IN PROTECTIVE PACKAGING MARKET, 2022

TABLE 617 PROTECTIVE PACKAGING MARKET: DEGREE OF COMPETITION

11.4 COMPANY VALUATION AND FINANCIAL METRICS

FIGURE 49 COMPANY VALUATION (USD BILLION)

FIGURE 50 FINANCIAL MATRIX: EV/EBITDA RATIO

11.5 PRODUCT/BRAND COMPARISON

FIGURE 51 PROTECTIVE PACKAGING MARKET: PRODUCT COMPARISON

11.6 COMPANY EVALUATION MATRIX: KEY PLAYERS

11.6.1 STARS

11.6.2 EMERGING LEADERS

11.6.3 PERVASIVE PLAYERS

11.6.4 PARTICIPANTS

FIGURE 52 COMPANY EVALUATION MATRIX, 2022

11.6.5 COMPANY FOOTPRINT: KEY PLAYERS

FIGURE 53 PROTECTIVE PACKAGING MARKET: COMPANY FOOTPRINT (14 COMPANIES)

TABLE 618 PROTECTIVE PACKAGING MARKET: REGIONAL FOOTPRINT (14 COMPANIES)

TABLE 619 PROTECTIVE PACKAGING MARKET: TYPE FOOTPRINT (14 COMPANIES)

TABLE 620 PROTECTIVE PACKAGING MARKET: APPLICATION FOOTPRINT (14 COMPANIES)

11.7 COMPANY EVALUATION MATRIX: STARTUPS/SMES

11.7.1 PROGRESSIVE COMPANIES

11.7.2 RESPONSIVE COMPANIES

11.7.3 DYNAMIC COMPANIES

11.7.4 STARTING BLOCKS

FIGURE 54 COMPANY EVALUATION MATRIX: STARTUPS/SMES

11.7.5 COMPETITIVE BENCHMARKING

TABLE 621 PROTECTIVE PACKAGING MARKET: DETAILED LIST OF KEY STARTUPS/SMES

TABLE 622 PROTECTIVE PACKAGING MARKET: COMPETITIVE BENCHMARKING OF KEY PLAYERS [STARTUPS/SMES]

11.8 COMPETITIVE SCENARIOS AND TRENDS

11.8.1 PRODUCT LAUNCHES

TABLE 623 PROTECTIVE PACKAGING MARKET: PRODUCT LAUNCHES, 2019–2023

11.8.2 DEALS

TABLE 624 PROTECTIVE PACKAGING MARKET: DEALS, 2019–2023

11.8.3 OTHER DEVELOPMENTS

TABLE 625 PROTECTIVE PACKAGING MARKET: OTHER DEVELOPMENTS, 2019–2023

12 COMPANY PROFILES

12.1 KEY PLAYERS

(Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View)*

12.1.1 SMURFIT KAPPA GROUP

TABLE 626 SMURFIT KAPPA GROUP: COMPANY OVERVIEW

FIGURE 55 SMURFIT KAPPA GROUP: COMPANY SNAPSHOT

TABLE 627 SMURFIT KAPPA GROUP: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 628 SMURFIT KAPPA GROUP: PRODUCT LAUNCHES

TABLE 629 SMURFIT KAPPA GROUP PLC: DEALS

TABLE 630 SMURFIT KAPPA GROUP: OTHERS

12.1.2 SEALED AIR

TABLE 631 SEALED AIR: COMPANY OVERVIEW

FIGURE 56 SEALED AIR: COMPANY SNAPSHOT

TABLE 632 SEALED AIR: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 633 SEALED AIR: PRODUCT LAUNCHES

TABLE 634 SEALED AIR: DEALS

TABLE 635 SEALED AIR: OTHERS

12.1.3 SONOCO PRODUCTS COMPANY

TABLE 636 SONOCO PRODUCTS COMPANY: COMPANY OVERVIEW

FIGURE 57 SONOCO PRODUCTS COMPANY: COMPANY SNAPSHOT

TABLE 637 SONOCO PRODUCTS COMPANY: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 638 SONOCO PRODUCTS COMPANY: DEALS

12.1.4 CROWN HOLDINGS, INC.

TABLE 639 CROWN HOLDINGS, INC.: COMPANY OVERVIEW

FIGURE 58 CROWN HOLDINGS, INC.: COMPANY SNAPSHOT

TABLE 640 CROWN HOLDINGS, INC.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 641 CROWN HOLDINGS, INC.: SERVICE LAUNCHES

TABLE 642 CROWN HOLDINGS, INC.: OTHERS

12.1.5 DS SMITH PLC

TABLE 643 DS SMITH PLC: COMPANY OVERVIEW

FIGURE 59 DS SMITH PLC: COMPANY SNAPSHOT

TABLE 644 DS SMITH PLC: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 645 DS SMITH PLC: DEALS

TABLE 646 DS SMITH PLC: OTHERS

12.1.6 HUHTAMAKI OYJ

TABLE 647 HUHTAMAKI OYJ: COMPANY OVERVIEW

FIGURE 60 HUHTAMAKI OYJ: COMPANY SNAPSHOT

TABLE 648 HUHTAMAKI OYJ: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 649 HUHTAMAKI OYJ: PRODUCT LAUNCHES

TABLE 650 HUHTAMAKI OYJ: DEALS

TABLE 651 HUHTAMAKI OYJ: OTHERS

12.1.7 PREGIS LLC

TABLE 652 PREGIS LLC: COMPANY OVERVIEW

TABLE 653 PREGIS LLC: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 654 PREGIS LLC: PRODUCT LAUNCHES

TABLE 655 PREGIS LLC: DEALS

TABLE 656 PREGIS LLC: EXPANSIONS

12.1.8 INTERTAPE POLYMER GROUP INC.

TABLE 657 INTERTAPE POLYMER GROUP INC.: COMPANY OVERVIEW

FIGURE 61 INTERTAPE POLYMER GROUP INC.: COMPANY SNAPSHOT

TABLE 658 INTERTAPE POLYMER GROUP INC.:
PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 659 INTERTAPE POLYMER GROUP INC.: DEALS

12.1.9 PRO-PAC PACKAGING LTD.

TABLE 660 PRO-PAC PACKAGING LTD.: COMPANY OVERVIEW

FIGURE 62 PRO-PAC PACKAGING LTD.: COMPANY SNAPSHOT

TABLE 661 PRO-PAC PACKAGING LTD.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 662 PRO-PAC PACKAGING LTD.: DEALS

12.1.10 STOROPACK HANS REICHENECKER GMBH

TABLE 663 STOROPACK HANS REICHENECKER GMBH: COMPANY OVERVIEW

TABLE 664 STOROPACK HANS REICHENECKER GMBH: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 665 STOROPACK HANS REICHENECKER GMBH: PRODUCT LAUNCHES

12.1.11 RANPAK HOLDINGS CORP.

TABLE 666 RANPAK HOLDINGS CORP.: COMPANY OVERVIEW

FIGURE 63 RANPAK HOLDINGS CORP.: COMPANY SNAPSHOT

TABLE 667 RANPAK HOLDINGS CORP.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

12.2 OTHER PLAYERS

12.2.1 INTERNATIONAL PAPER COMPANY

12.2.2 UNIVERSAL PROTECTIVE PACKAGING, INC.

12.2.3 RIVERSIDE PAPER CO. INC.

12.2.4 CELLOFOAM NORTH AMERICA INC.

12.2.5 SUPREME INDUSTRIES LTD.

12.2.6 PROTECTIVE PACKAGING CORPORATION

12.2.7 BDL SUPPLY

12.2.8 APEX PACKAGING CORPORATION

12.2.9 WISCONSIN FOAM PRODUCTS

12.2.10 UFP TECHNOLOGIES, INC.

12.2.11 IVEX PROTECTIVE PACKAGING

12.2.12 PACKAGING CORPORATION OF AMERICA

12.2.13 SPRINGPACK LIMITED

12.2.14 MACFARLANE GROUP PLC

12.2.15 AMESON PACKAGING

*Details on Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View might not be captured in case of unlisted companies.

13 ADJACENT & RELATED MARKET

13.1 E-COMMERCE PACKAGING MARKET

13.1.1 INTRODUCTION

13.1.2 LIMITATIONS

13.1.3 MARKET DEFINITION

13.1.4 MARKET OVERVIEW

13.1.5 E-COMMERCE PACKAGING MARKET, BY PRODUCT TYPE

TABLE 668 E-COMMERCE PACKAGING MARKET, BY PRODUCT TYPE, 2021-2028
(USD MILLION)

TABLE 669 E-COMMERCE PACKAGING MARKET, BY PRODUCT TYPE, 2021-2028
(KILOTON)

13.1.6 E-COMMERCE PACKAGING MARKET, BY MATERIAL

TABLE 670 E-COMMERCE PACKAGING MARKET, BY MATERIAL, 2021-2028 (USD
MILLION)

TABLE 671 E-COMMERCE PACKAGING MARKET, BY MATERIAL, 2021-2028
(KILOTON)

13.1.7 E-COMMERCE PACKAGING MARKET, BY APPLICATION

TABLE 672 E-COMMERCE PACKAGING MARKET, BY APPLICATION, 2021-2028
(USD MILLION)

TABLE 673 E-COMMERCE PACKAGING MARKET, BY APPLICATION, 2021-2028
(KILOTON)

13.1.8 E-COMMERCE PACKAGING MARKET, BY REGION

TABLE 674 E-COMMERCE PACKAGING MARKET, BY REGION, 2021-2028 (USD
MILLION)

TABLE 675 E-COMMERCE PACKAGING MARKET, BY REGION, 2021-2028
(KILOTON)

14 APPENDIX

14.1 DISCUSSION GUIDE

14.2 KNOWLEDGESTORE: MARKETSDANDMARKETS' SUBSCRIPTION PORTAL

14.3 CUSTOMIZATION OPTIONS

14.4 RELATED REPORTS

14.5 AUTHOR DETAILS

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