

Shrink Plastic Film Market for Beverage Multipacks by Type (Printed, Unprinted), Application (Alcoholic beverages, Water, carbonated soft drinks), Container Type (Can, Bottle, Brick), Multipack Size (3x2, 4x2, 4x3, 6x3) & Region - Global Forecast to 2025

<https://marketpublishers.com/r/S1FBA1CC2EBEN.html>

Date: August 2020

Pages: 190

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

ID: S1FBA1CC2EBEN

Abstracts

“The shrink plastic film market for beverage multipacks market for beverage multipacks is projected to grow at a CAGR of 3.5% during the forecast period.”

According to MarketsandMarkets, the global shrink plastic film market for beverage multipacks market for beverage multipacks size is estimated to be valued at USD 2.5 billion in 2020 and projected to reach USD 3.0 billion by 2025, recording a CAGR 3.5%. Factors such as the growing concern of hygiene and the safety of beverages are going to be the driving factor for the shrink plastic film market for beverage multipacks. Especially post-COVID, the concern for safety and hygiene of products has been increased among both the consumers and manufacturers, which is creating a rise in the demand for shrink plastic film market for beverage multipacks in the market.

“By type, the unprinted segment is projected to grow at the highest CAGR during the forecast period.”

The unprinted type of shrink film is the cost-effective option as compared to the printed one. The unprinted shrink plastic films are low in cost and more versatile uses. Shrink plastic films are used for securing the packs. The transparent sheets provide a better look at the product inside. It is also affordable for SMEs, thereby is having popularity in the developing markets.

The unprinted shrink plastic films are used for the products made for transportation

purposes rather than retail shelf display. It secures the products from getting damaged and contaminated from foreign sources.

“By multipack size, the 4x2 size segment is estimated to account for the largest share.”

The 4x2 size is most common as the demand for cans and bottles for soft drinks and beers are increasing. It is most favorable for transportation also. Many high end, craft beer, and soft drinks use this arrangement to sell the products, where consumers are likely to buy in bulk. Therefore, the demand for 4x2 size of shrink wrap is there. With the increase in the demand for beverages, companies are packing higher volume; therefore, the size 4x3 is fastest growing in shrink plastic films market for beverage multipacks.

“The Asia Pacific region is projected to grow at the highest CAGR during the forecast period.”

The increase in the production of packaging applications in such a way has led to a rise in the market potential for shrink plastic films for packaging. The increase in the purchasing power of millennial consumers has added the potential in the market, too, for shrink plastic films. Developed markets such as North America and Western Europe are becoming mature, which has led to faster growth in emerging markets such as Asia Pacific. Furthermore, the changing consumer preference in the food & beverage industry has contributed to the growth of the shrink plastic film market for beverage multipacks market in this region.

The shrink plastic film market for beverage multipacks market is segmented region-wise, with a detailed analysis of each region. These regions include Asia Pacific, North America, Europe, South America, and RoW (South Africa, the Middle East, and Others in Africa).

Break-up of Primaries

By Value Chain: Supply-side - 52% and Demand-side - 48%

By Designation: C-level - 18%, D-level - 27%, and Others - 55%

By Region: Europe - 43%, North America - 25%, APAC- 25%, RoW - 7%

Leading players profiled in this report include the following:

Amcor Plc (Switzerland)

Coveris Holdings Sa (Austria)

Ceisa Semo (France)

Clondalkin Group (The Netherlands)

RKW Group (Germany)

Berry Global Inc (US)

Plastotecnica SpA (Italy)

Clearpack group (Singapore)

Sarkina (US)

Baroda Packaging (India)

Brentwood Plastic, Inc (US),

Aintree Plastics Limited (UK),

Elite Plastics Ltd. (UK),

Xinjiang Rival Tech Co. Ltd (China),

Poly-Pack Verpackungs-GmbH & Co. KG (Germany),

Huan Yuan Plastic Film Co. Ltd (China)

Jiangyin Bairuijia Plastics Science & Technology Co., Ltd. (China)

Allied Propack Pvt. Ltd (India)

Don Polymer (Russia)

Sandeep Polymers (India).

Research Coverage

This report segments the shrink plastic film market for beverage multipacks market based on type, application, multipack size, container type, and region. In terms of insights, this research report focuses on various levels of analyses—competitive landscape, pricing insights, end-use analysis, and company profiles—which together comprise and discuss the basic views on the emerging & high-growth segments of the shrink plastic film market for beverage multipacks market, high-growth regions, countries, industry trends, drivers, restraints, opportunities, and challenges.

Reasons to buy this report

To get a comprehensive overview of the shrink plastic film market for beverage multipacks market

To gain wide-ranging information about the top players in this industry, their product portfolio details, and the key strategies adopted by them

To gain insights about the major countries/regions, in which the shrink plastic film market for beverage multipacks market is flourishing

Contents

1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY

1.2 MARKET DEFINITION

1.3 MARKET SCOPE

FIGURE 1 SHRINK FILM FOR BEVERAGE MULTIPACKS MARKET SEGMENTATION

1.3.1 OUT OF SCOPE

1.3.2 PERIODIZATION CONSIDERED

1.4 CURRENCY CONSIDERED

1.5 UNIT CONSIDERED

TABLE 1 USD EXCHANGE RATES CONSIDERED FOR THE STUDY, 2017–2019

1.6 STAKEHOLDERS

1.7 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 2 SHRINK FILM FOR BEVERAGE MULTIPACKS 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 Secondary Sources

2.1.2.2 Breakdown of Primaries

2.2 MARKET SIZE ESTIMATION

2.2.1 BOTTOM-UP APPROACH

2.2.2 TOP-DOWN APPROACH

2.3 DATA TRIANGULATION

FIGURE 3 DATA TRIANGULATION METHODOLOGY

2.4 ASSUMPTIONS FOR THE STUDY

2.5 LIMITATIONS OF THE STUDY

2.6 INTRODUCTION TO COVID-19

2.7 COVID-19 HEALTH ASSESSMENT

FIGURE 4 COVID-19: THE GLOBAL PROPAGATION

FIGURE 5 COVID-19 PROPAGATION: SELECT COUNTRIES

2.8 COVID-19 ECONOMIC ASSESSMENT

FIGURE 6 REVISED GROSS DOMESTIC PRODUCT FORECASTS FOR SELECT

G20 COUNTRIES IN 2020

2.8.1 COVID-19 ECONOMIC IMPACT: SCENARIO ASSESSMENT

FIGURE 7 CRITERIA IMPACTING THE GLOBAL ECONOMY

FIGURE 8 SCENARIOS IN TERMS OF RECOVERY OF THE GLOBAL ECONOMY

3 EXECUTIVE SUMMARY

FIGURE 9 SHRINK FILMS FOR BEVERAGE MULTIPACKS MARKET SNAPSHOT, BY APPLICATION, 2020 VS. 2025

FIGURE 10 SHRINK FILMS FOR BEVERAGE MULTIPACKS MARKET SIZE, BY CONTAINER TYPE, 2020 VS. 2025 (USD BILLION)

FIGURE 11 SHRINK FILMS FOR BEVERAGE MULTIPACKS MARKET SIZE, BY MULTIPACK SIZE, 2020 VS. 2025 (USD BILLION)

FIGURE 12 SHRINK FILMS FOR BEVERAGE MULTIPACKS MARKET SIZE, BY TYPE, 2020 VS. 2025 (USD BILLION)

FIGURE 13 EUROPE TO GROW AT THE HIGHEST CAGR IN THE SHRINK FILMS FOR BEVERAGE MULTIPACKS MARKET, 2020 VS. 2025

FIGURE 14 SHRINK FILMS FOR BEVERAGE MULTIPACKS MARKET, BY REGION

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES IN THE SHRINK FILM FOR BEVERAGE MULTIPACK MARKET

FIGURE 15 GROWING DEMAND FOR CLEAN SHRINK FILMS DUE TO PACKAGING ADVANTAGES DRIVES THE GROWTH OF THE SHRINK FILM FOR BEVERAGE MULTIPACK MARKET

4.2 SHRINK FILM FOR BEVERAGE MULTIPACK MARKET: MAJOR REGIONAL SUBMARKETS

FIGURE 16 ASIA PACIFIC WAS THE FASTEST-GROWING MARKET FOR SHRINK FILMS IN 2019

4.3 SHRINK FILM FOR BEVERAGE MULTIPACK MARKET, BY APPLICATION

FIGURE 17 WATER SEGMENT OF SHRINK FILM FOR BEVERAGE MULTIPACK PROJECTED TO DOMINATE THE MARKET THROUGH 2025

4.4 SHRINK FILM FOR BEVERAGE MULTIPACK MARKET, BY TYPE

FIGURE 18 UNPRINTED SEGMENT PROJECTED TO DOMINATE DURING THE FORECAST PERIOD

4.5 SHRINK FILM FOR BEVERAGE MULTIPACK MARKET, BY MULTIPACK SIZE

FIGURE 19 4X2 SEGMENT PROJECTED TO DOMINATE THE MARKET DURING THE FORECAST PERIOD (USD MILLION)

4.6 SHRINK FILM FOR BEVERAGE MULTIPACKS MARKET, BY CONTAINER TYPE
FIGURE 20 BOTTLE SEGMENT PROJECTED TO DOMINATE THE MARKET
DURING THE FORECAST PERIOD

4.7 SHRINK FILM FOR BEVERAGE MULTIPACKS MARKET, BY REGION
FIGURE 21 EUROPEAN REGION PROJECTED TO DOMINATE THE MARKET
DURING THE FORECAST PERIOD

5 MARKET OVERVIEW

5.1 INTRODUCTION

TABLE 2 SHRINK FILM PROPERTIES

5.2 MARKET DYNAMICS

FIGURE 22 MARKET DYNAMICS: SHRINK PLASTIC FILM FOR BEVERAGE
MULTIPACKS MARKET

5.2.1 DRIVERS

5.2.1.1 Shipping Friendly

5.2.1.2 Increasing Alcohol Consumption

FIGURE 23 SHIFT IN BREWERY MARKET SHARE IN THE US, 2009 VS. 2019 (BY
VALUE)

5.2.1.2.1 Rise in disposable income

FIGURE 24 WORLD GDP GROWTH, 2011–2018 (%)

FIGURE 25 US DISPOSABLE PERSONAL INCOME, 2017–2018 (USD BILLION)

5.2.1.3 Strong Sealing Capability

5.2.1.4 Less Wasteful

5.2.1.5 Printability

5.2.1.6 Appealing to Customers

5.2.2 RESTRAINTS

5.2.2.1 Competition for Raw Materials

5.2.2.1.1 Non-availability of raw materials due to COVID-19

5.2.2.2 Continuous Change in Demands of Customer

5.2.2.2.1 Demand for sustainable and recyclable packaging

FIGURE 26 PACKAGING WASTE IN EUROPE: GENERATED VS. RECYCLED VS.
RECOVERED, 2014-2017 (MILLION TONNES)

5.2.2.3 Reduced Beverage Production in Q2 of 2020 due to COVID-19 Outbreak

5.2.3 OPPORTUNITIES

5.2.3.1 Increasing Consumption of Packaged Beverages

TABLE 3 LEADING SOFT DRINK BRANDS AND CHANGE IN MARKET SHARES
FROM 2012 TO 2017 (BY VOLUME)

5.2.3.2 Emerging Markets

FIGURE 27 ANNUAL GDP GROWTH IN EMERGING ECONOMIES, 2011-2018 (%)

FIGURE 28 INVESTMENT OPPORTUNITIES IN INDIA, 2019

5.2.3.2.1 Growth in demand for carbonated soft drinks in emerging economies

5.2.4 CHALLENGES

5.2.4.1 Stringent Regulations

5.2.4.1.1 High cost of packaging testing

5.2.4.2 Regular Developments and New Product Launches in the Packaging Industry

5.3 BEVERAGE INDUSTRY

TABLE 4 TOP 20 BEVERAGE COMPANIES IN THE WORLD BASED ON REVENUE, 2018

5.3.1 ALCOHOL INDUSTRY

5.3.1.1 Brewing Industry

FIGURE 29 GLOBAL BEER PRODUCTION FOR TOP 10 COUNTRIES, 2017 (KILO LITERS)

5.3.2 SOFT DRINK INDUSTRY

FIGURE 30 SOFT DRINK SALES IN EUROPE, 2011–2016 (MILLION LITERS)

FIGURE 31 TOTAL SOFT DRINK CONSUMPTION, UK, 2018

5.3.2.1 Fortified Beverages: Water-soluble Vitamins

5.3.3 DAIRY INDUSTRY

5.3.3.1 Dairy Fortification: A Major Trend

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 YC-YCC SHIFT

FIGURE 32 SHRINK FILM MARKET: YC-YCC SHIFT

6.3 ECOSYSTEM MAP: F&B LOGISTICS, COLD CHAIN, AND PACKAGING

6.3.1 ECOSYSTEM VIEW

6.3.2 MARKET MAP

6.4 PATENT ANALYSIS

TABLE 5 KEY PATENTS GRANTED WITH RESPECT TO SHRINK FILMS, 2018–2020

6.5 CASE STUDIES

6.5.1 CASE STUDY 1

6.5.1.1 Title

6.5.1.2 Problem Statement

6.5.1.3 MnM Approach

6.5.1.4 Revenue Impact (RI)

6.5.2 CASE STUDY 2

6.5.2.1 Title

6.5.2.2 Problem Statement

6.5.2.3 MnM Approach

6.5.2.4 Revenue Impact (RI)

6.5.3 CASE STUDY 3

6.5.3.1 Title

6.5.3.2 Problem Statement

6.5.3.3 MnM Approach

6.5.3.4 Revenue Impact (RI)

6.6 COVID-19 DRIVERS

6.7 VALUE CHAIN ANALYSIS

FIGURE 33 SHRINK FILM MARKET: VALUE CHAIN ANALYSIS

6.8 PORTER'S FIVE FORCES ANALYSIS

FIGURE 34 PORTER'S FIVE FORCES ANALYSIS

6.8.1 THREAT OF NEW ENTRANTS

6.8.1.1 High Capex

6.8.1.2 Dominated by Large-scale established players

6.8.2 THREAT OF SUBSTITUTES

6.8.2.1 Government policies and environmental concerns

6.8.3 BARGAINING POWER OF SUPPLIERS

6.8.3.1 Limited availability of raw materials and fluctuating price of raw materials

6.8.4 BARGAINING POWER OF BUYERS

6.8.4.1 Low product differentiation

6.8.4.2 High-volume buyers hold a high degree of bargaining power

6.8.5 INTENSITY OF COMPETITIVE RIVALRY

6.8.5.1 Many big players

6.8.5.2 High exit barrier

6.9 STRATEGIC BENCHMARKING

FIGURE 35 KEY STRATEGIES ADOPTED BY FOOD & BEVERAGE COMPANIES TO SUSTAIN IN COMPETITIVE MARKET, BY REGION, 2018-2020

6.10 AVERAGE SELLING PRICE (ASP) TREND

FIGURE 36 SHRINK FILM FOR BEVERAGE MULTIPACKS: GLOBAL AVERAGE SELLING PRICE (ASP) TREND, 2018-2025

7 SHRINK PLASTIC FILM MARKET, BY TYPE

7.1 INTRODUCTION

FIGURE 37 SHRINK PLASTIC FILM FOR BEVERAGE MULTIPACKS MARKET SIZE, BY TYPE, 2020 VS. 2025 (USD MILLION)

FIGURE 38 SHRINK PLASTIC FILM MARKET SIZE FOR BEVERAGE MULTIPACKS,

BY TYPE, 2020 VS. 2025 (KT)

TABLE 6 SHRINK FILMS MARKET SIZE FOR BEVERAGE MULTIPACKS, BY TYPE, 2018–2025 (USD MILLION)

TABLE 7 SHRINK PLASTIC FILM MARKET SIZE FOR BEVERAGE MULTIPACKS, BY TYPE, 2018–2025 (KT)

7.2 COVID-19 IMPACT ON THE SHRINK PLASTIC FILM MARKET, BY TYPE, 2018–2021 (USD MILLION)

7.2.1 OPTIMISTIC SCENARIO

TABLE 8 OPTIMISTIC SCENARIO: COVID-19 IMPACT ON THE SHRINK PLASTIC FILM MARKET SIZE, BY TYPE, 2018–2021 (USD MILLION)

7.2.2 PESSIMISTIC SCENARIO

TABLE 9 PESSIMISTIC SCENARIO: COVID-19 IMPACT ON THE SHRINK PLASTIC FILM MARKET SIZE, BY TYPE, 2018–2021 (USD MILLION)

7.3 UNPRINTED

7.3.1 COST-EFFECTIVENESS OF SHRINK FILMS MAKES IT A POPULAR CHOICE AMONG MANUFACTURERS

FIGURE 39 UNPRINTED: SHRINK PLASTIC FILM MARKET SIZE FOR BEVERAGE MULTIPACKS, BY REGION, 2020 VS. 2025 (USD MILLION)

TABLE 10 UNPRINTED: SHRINK PLASTIC FILMS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 11 UNPRINTED: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (KT)

7.4 PRINTED

7.4.1 BETTER SAFETY FOR FRAGILE PRODUCTS THROUGH SHRINK WRAPS FUELS THE MARKET

TABLE 12 PRINTED: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 13 PRINTED: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (KT)

8 SHRINK PLASTIC FILM FOR BEVERAGE MULTIPACKS MARKET, BY APPLICATION

8.1 INTRODUCTION

FIGURE 40 SHRINK PLASTIC FILM FOR BEVERAGE MULTIPACKS MARKET SIZE, BY APPLICATION, 2020 VS. 2025 (USD MILLION)

FIGURE 41 SHRINK PLASTIC FILMS FOR BEVERAGE MULTIPACKS MARKET SIZE, BY APPLICATION, 2020 VS. 2025 (KT)

TABLE 14 SHRINK PLASTIC FILM FOR BEVERAGE MULTIPACKS MARKET, BY

APPLICATION, 2018–2025 (USD MILLION)

TABLE 15 SHRINK PLASTIC FILM FOR BEVERAGE MULTIPACKS MARKET, BY APPLICATION, 2018–2025 (KT)

8.2 COVID-19 IMPACT ON THE SHRINK PLASTIC FILM MARKET, BY APPLICATION, 2018–2021 (USD MILLION)

8.2.1 OPTIMISTIC SCENARIO

TABLE 16 OPTIMISTIC SCENARIO: COVID-19 IMPACT ON THE SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2021 (USD MILLION)

8.2.2 PESSIMISTIC SCENARIO

TABLE 17 PESSIMISTIC SCENARIO: COVID-19 IMPACT ON THE SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2021 (USD MILLION)

8.3 ALCOHOLIC BEVERAGES

8.3.1 DUE TO CONVENIENT PACKAGING OPTION IN OPEN TRAY FOR ALCOHOLIC BEVERAGES, SHRINK WRAPS ARE GAINING MARKET SHARE

TABLE 18 ALCOHOLIC BEVERAGES: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 19 ALCOHOLIC BEVERAGES: SHRINK PLASTIC FILMS MARKET SIZE, BY REGION, 2018–2025 (KT)

8.4 WATER

8.4.1 SAFETY AND TAMPER PROOFING ARE SOME OF THE MAJOR FACTORS FOR WATER MANUFACTURERS TO USE SHRINK WRAPS

TABLE 20 WATER: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 21 WATER: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (KT)

8.5 CARBONATED SOFT DRINKS

8.5.1 SHRINK WRAPS SERVE AS MAJOR COST-EFFECTIVE MARKETING TOOL FOR SOFT DRINKS MANUFACTURERS

TABLE 22 CARBONATED SOFT DRINKS: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 23 CARBONATED SOFT DRINKS: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (KT)

8.6 OTHER DRINKS

TABLE 24 OTHER DRINKS: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 25 OTHER DRINKS: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (KT)

9 SHRINK WRAP MARKET, BY CONTAINER TYPE

9.1 INTRODUCTION

FIGURE 42 SHRINK FILMS FOR BEVERAGE MULTIPACKS MARKET SIZE, BY CONTAINER TYPE, 2020 VS. 2025 (USD MILLION)

TABLE 26 SHRINK FILMS MARKET SIZE FOR BEVERAGE MULTIPACKS, BY CONTAINER TYPE, 2018–2025 (USD MILLION)

9.2 COVID-19 IMPACT ON THE SHRINK PLASTIC FILM MARKET, BY CONTAINER TYPE, 2018–2021 (USD MILLION)

9.2.1 OPTIMISTIC SCENARIO

TABLE 27 OPTIMISTIC SCENARIO: COVID-19 IMPACT ON THE SHRINK PLASTIC FILM MARKET SIZE, BY CONTAINER TYPE, 2018–2021 (USD MILLION)

9.2.2 PESSIMISTIC SCENARIO

TABLE 28 PESSIMISTIC SCENARIO: COVID-19 IMPACT ON THE SHRINK PLASTIC FILM MARKET SIZE, BY CONTAINER TYPE, 2018–2021 (USD MILLION)

9.3 CANS

9.3.1 COST-EFFECTIVENESS OF SHRINK WRAPS MAKES IT A POPULAR CHOICE AMONG MANUFACTURERS

TABLE 29 CANS: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

9.4 BOTTLE

9.4.1 BETTER SAFETY OF FRAGILE PRODUCTS THROUGH SHRINK WRAPS DRIVES THE MARKET

FIGURE 43 BOTTLE: SHRINK FILMS MARKET SIZE FOR BEVERAGE MULTIPACKS, BY REGION, 2020 VS. 2025 (USD MILLION)

TABLE 30 BOTTLE: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

9.5 BRICK

9.5.1 SHRINK WRAPS ARE MORE MOISTURE RESISTANT AND COST-EFFECTIVE THAN OTHER PACKAGING OPTIONS

TABLE 31 BRICK: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

10 SHRINK FILMS FOR BEVERAGE MULTIPACKS MARKET, BY MULTIPACK SIZE

10.1 INTRODUCTION

FIGURE 44 SHRINK FILMS MARKET SIZE FOR BEVERAGE MULTIPACKS, BY MULTIPACK SIZE, 2020 VS. 2025 (USD MILLION)

TABLE 32 SHRINK FILMS MARKET SIZE FOR BEVERAGE MULTIPACKS, BY MULTIPACK SIZE, 2018–2025 (USD MILLION)

10.2 COVID-19 IMPACT ON THE SHRINK PLASTIC FILM MARKET, BY MULTIPACK SIZE, 2018-2021 (USD MILLION)

10.2.1 OPTIMISTIC SCENARIO

TABLE 33 OPTIMISTIC SCENARIO: COVID-19 IMPACT ON THE SHRINK PLASTIC FILM MARKET SIZE, BY MULTIPACK SIZE, 2018–2021 (USD MILLION)

10.2.2 PESSIMISTIC SCENARIO

TABLE 34 PESSIMISTIC SCENARIO: COVID-19 IMPACT ON THE SHRINK PLASTIC FILM MARKET SIZE, BY MULTIPACK SIZE, 2018–2021 (USD MILLION)

10.3 3X2

10.3.1 ARRANGEMENT IS MORE POPULAR WITH RETAIL PRODUCTS

TABLE 35 3X2 SIZE: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

10.4 4X2

10.4.1 MOSTLY BEER AND SOFT DRINKS MANUFACTURERS USE THIS ARRANGEMENT

FIGURE 45 4X2: SHRINK FILMS MARKET SIZE FOR BEVERAGE MULTIPACKS, BY REGION, 2020 VS. 2025 (USD MILLION)

TABLE 36 4X2 SIZE: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

10.5 4X3

10.5.1 MID TO LARGE-SIZED BEVERAGE ARE KEPT IN THIS KIND OF ARRANGEMENT

TABLE 37 4X3 SIZE: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

10.6 6X3

10.6.1 SMALL-SIZED PACKS ARE KEPT IN THIS ARRANGEMENT

TABLE 38 6X3 SIZE: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

10.7 OTHER PACK SIZES

TABLE 39 OTHER PACK SIZES: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

11 SHRINK PLASTIC FILM MARKET, BY REGION

11.1 INTRODUCTION

FIGURE 46 ASIA PACIFIC TO RECORD SIGNIFICANT MARKET GROWTH IN THE SHRINK PLASTIC FILM MARKET, 2018–2025

TABLE 40 SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 41 SHRINK FILM FOR BEVERAGE MULTIPACKS MARKET SIZE, BY REGION, 2018–2025 (TON)

11.2 COVID-19 IMPACT ON THE SHRINK PLASTIC FILM MARKET

11.2.1 OPTIMISTIC SCENARIO

TABLE 42 OPTIMISTIC SCENARIO: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2021 (USD MILLION)

11.2.2 PESSIMISTIC SCENARIO

TABLE 43 PESSIMISTIC SCENARIO: SHRINK PLASTIC FILM MARKET SIZE, BY REGION, 2018–2021 (USD MILLION)

11.3 NORTH AMERICA

FIGURE 47 NORTH AMERICA: MARKET SNAPSHOT (BY VALUE)

TABLE 44 NORTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 45 NORTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY COUNTRY, 2018–2025 (KT)

TABLE 46 NORTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 47 NORTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

TABLE 48 NORTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 49 NORTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY TYPE, 2018–2025 (KT)

TABLE 50 NORTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY MULTIPACK SIZE, 2018–2025 (USD MILLION)

TABLE 51 NORTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY CONTAINER TYPE, 2018–2025 (USD MILLION)

11.3.1 US

11.3.1.1 Increase in the production of beverages to drive the growth of the market

TABLE 52 US: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 53 US: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

11.3.2 CANADA

11.3.2.1 Increase in export of beverages to drive the demand for shrink plastic films in the country

TABLE 54 CANADA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 55 CANADA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION,

2018–2025 (KT)

11.3.3 MEXICO

11.3.3.1 Shrink plastic film is an economical option for packaging among Mexican manufacturers

TABLE 56 MEXICO: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 57 MEXICO: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

11.4 EUROPE

FIGURE 48 EUROPE: SHRINK PLASTIC FILM MARKET SNAPSHOT, 2019 (BY VALUE)

TABLE 58 EUROPE: SHRINK PLASTIC FILM MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 59 EUROPE: SHRINK PLASTIC FILM MARKET SIZE, BY COUNTRY, 2018–2025 (KT)

TABLE 60 EUROPE: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 61 EUROPE: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

TABLE 62 EUROPE: SHRINK PLASTIC FILM MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 63 EUROPE: SHRINK PLASTIC FILM MARKET SIZE, BY TYPE, 2018–2025 (KT)

TABLE 64 EUROPE: SHRINK PLASTIC FILM MARKET SIZE, BY MULTIPACK SIZE, 2018–2025 (USD MILLION)

TABLE 65 EUROPE: SHRINK PLASTIC FILM MARKET SIZE, BY CONTAINER TYPE, 2018–2025 (USD MILLION)

11.4.1 GERMANY

11.4.1.1 Increase in the exports of food & beverage products to drive the demand for shrink plastic films

TABLE 66 GERMANY: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 67 GERMANY: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

11.4.2 UK

11.4.2.1 Rise in demand for ready-to-drink beverages to drive the demand for shrink plastic films among manufacturers

TABLE 68 UK: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 69 UK: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)**11.4.3 FRANCE**

11.4.3.1 Increase in the production of innovative products to drive the demand for beverages, which, in turn, drives the shrink plastic film market growth

TABLE 70 FRANCE: SHRINK PLASTIC FILM SIZE, BY APPLICATION, 2018–2025 (USD MILLION)**TABLE 71 FRANCE: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)****11.4.4 ITALY**

11.4.4.1 High production of food & beverages to drive the demand for efficient packages as well in the country

TABLE 72 ITALY: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)**TABLE 73 ITALY: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)****11.4.5 SPAIN**

11.4.5.1 Macroeconomic factors to drive the growth of the market

TABLE 74 SPAIN: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)**TABLE 75 SPAIN: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)****11.4.6 NETHERLANDS**

11.4.6.1 Increase in investment in the food & beverages manufacturing infrastructure to drive the growth of the secondary packaging market

TABLE 76 NETHERLANDS: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)**TABLE 77 NETHERLANDS: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)****11.4.7 SCANDINAVIAN COUNTRIES**

11.4.7.1 Rise in consumer demand for convenient packaging materials to drive the market growth

TABLE 78 SCANDINAVIAN COUNTRIES: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)**TABLE 79 SCANDINAVIAN COUNTRIES: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)****11.4.8 REST OF EUROPE****TABLE 80 REST OF EUROPE: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)**

TABLE 81 REST OF EUROPE: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

11.5 ASIA PACIFIC

FIGURE 49 ASIA PACIFIC: MARKET SNAPSHOT (BY VALUE)

TABLE 82 ASIA PACIFIC: SHRINK PLASTIC FILM MARKET SIZE FOR BEVERAGE MULTIPACKS, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 83 ASIA PACIFIC: SHRINK PLASTIC FILM MARKET SIZE FOR BEVERAGE MULTIPACKS, BY COUNTRY, 2018–2025 (KT)

TABLE 84 ASIA PACIFIC: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 85 ASIA PACIFIC: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

TABLE 86 ASIA PACIFIC: SHRINK PLASTIC FILM MARKET SIZE, BY TYPE, 2018–

2025 (USD MILLION)

TABLE 87 ASIA PACIFIC: SHRINK PLASTIC FILM MARKET SIZE, BY TYPE, 2018–2025 (KT)

TABLE 88 ASIA PACIFIC: SHRINK PLASTIC FILM MARKET SIZE, BY MULTIPACK SIZE, 2018–2025 (USD MILLION)

TABLE 89 ASIA PACIFIC: SHRINK PLASTIC FILM MARKET SIZE, BY CONTAINER TYPE, 2018–2025 (USD MILLION)

11.5.1 CHINA

11.5.1.1 High demand for ready-to-drink beverages and change in the lifestyle of consumers to drive the growth of the market

TABLE 90 CHINA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 91 CHINA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

11.5.2 INDIA

11.5.2.1 High demand among consumers to drive the market for convenience and secondary packaging solutions

TABLE 92 INDIA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 93 INDIA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

11.5.3 JAPAN

11.5.3.1 Increase in consumer awareness about hygienic packaging conditions of beverages to drive the growth of the shrink plastic film market

TABLE 94 JAPAN: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 95 JAPAN: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

11.5.4 AUSTRALIA & NEW ZEALAND

11.5.4.1 Manufacturers are focusing on investing in product differentiation through opting for various packaging solutions

TABLE 96 AUSTRALIA & NEW ZEALAND: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 97 AUSTRALIA & NEW ZEALAND: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

11.5.5 REST OF ASIA PACIFIC

TABLE 98 REST OF ASIA PACIFIC: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 99 REST OF ASIA PACIFIC: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

11.6 SOUTH AMERICA

TABLE 100 SOUTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 101 SOUTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY COUNTRY, 2018–2025 (KT)

TABLE 102 SOUTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 103 SOUTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

TABLE 104 SOUTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 105 SOUTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY TYPE, 2018–2025 (KT)

TABLE 106 SOUTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY MULTIPACK SIZE, 2018–2025 (USD MILLION)

TABLE 107 SOUTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY CONTAINER TYPE, 2018–2025 (USD MILLION)

11.6.1 BRAZIL

11.6.1.1 Increase in the packaging of alcoholic beverages in bottles and cans to drive the market growth of shrink plastic films

TABLE 108 BRAZIL: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 109 BRAZIL: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION,

2018–2025 (KT)

11.6.2 ARGENTINA

11.6.2.1 Rise in the export of beverages to create high growth potential for manufacturers in the shrink plastic film market

TABLE 110 ARGENTINA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 111 ARGENTINA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

11.6.3 REST OF SOUTH AMERICA

TABLE 112 REST OF SOUTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 113 REST OF SOUTH AMERICA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

11.7 REST OF THE WORLD

TABLE 114 ROW: SHRINK PLASTIC FILM MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 115 ROW: SHRINK PLASTIC FILM MARKET SIZE, BY COUNTRY, 2018–2025 (KT)

TABLE 116 ROW: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 117 ROW: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

TABLE 118 ROW: SHRINK PLASTIC FILM MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 119 ROW: SHRINK PLASTIC FILM MARKET SIZE, BY TYPE, 2018–2025 (KT)

TABLE 120 ROW: SHRINK PLASTIC FILM MARKET SIZE, BY MULTIPACK SIZE, 2018–2025 (USD MILLION)

TABLE 121 ROW: SHRINK PLASTIC FILM MARKET SIZE, BY CONTAINER TYPE, 2018–2025 (USD MILLION)

11.7.1 MIDDLE EAST

11.7.1.1 High competition encourages product differentiation through packaging, which drives the growth of the market

TABLE 122 MIDDLE EAST: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 123 MIDDLE EAST: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

11.7.2 SOUTH AFRICA

11.7.2.1 Packaging of health drinks to drive the growth of the market for shrink plastic films

TABLE 124 SOUTH AFRICA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 125 SOUTH AFRICA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

11.7.3 REST OF AFRICA

TABLE 126 REST OF AFRICA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 127 REST OF AFRICA: SHRINK PLASTIC FILM MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

12 COMPETITIVE LANDSCAPE

12.1 MARKET EVALUATION FRAMEWORK

FIGURE 50 MARKET EVALUATION FRAMEWORK, 2019 VS. 2020

12.2 MARKET SHARE OF KEY PLAYERS, 2019

FIGURE 51 AMCOR PLC LED THE SHRINK FILMS FOR BEVERAGE MULTIPACKS MARKET IN 2019

12.3 COVID-19 SPECIFIC COMPANY RESPONSE

12.4 KEY MARKET DEVELOPMENTS

12.4.1 EXPANSIONS & INVESTMENTS

TABLE 128 EXPANSIONS & INVESTMENTS, 2018–2020

12.4.2 MERGERS & ACQUISITIONS

TABLE 129 MERGERS & ACQUISITIONS, 2019

13 COMPANY EVALUATION MATRIX & COMPANY PROFILES

13.1 OVERVIEW

13.2 COMPANY EVALUATION MATRIX: DEFINITIONS & METHODOLOGY

13.2.1 STARS

13.2.2 EMERGING LEADERS

13.2.3 PERVASIVE PLAYERS

13.2.4 EMERGING COMPANIES

13.3 COMPANY EVALUATION MATRIX, 2019 (OVERALL MARKET)

FIGURE 52 GLOBAL SHRINK PLASTIC FILM MARKET COMPANY EVALUATION MATRIX, 2019 (OVERALL MARKET)

13.4 COMPANY PROFILES

(Business Overview, Products Offered, Recent Developments, SWOT Analysis, and MNM View)*

13.4.1 AMCOR PLC

FIGURE 53 AMCOR PLC: COMPANY SNAPSHOT

FIGURE 54 SWOT ANALYSIS: AMCOR PLC

13.4.2 COVERIS HOLDINGS SA

FIGURE 55 SWOT ANALYSIS: COVERIS HOLDING SA

13.4.3 CEISA SEMO

FIGURE 56 SWOT ANALYSIS: CEISA SEMO

13.4.4 CLONDALKIN GROUP

FIGURE 57 SWOT ANALYSIS: CLONDALKIN GROUP

13.4.5 RKW GROUP

FIGURE 58 SWOT ANALYSIS: RKW GROUP

13.4.6 BERRY GLOBAL INC.

FIGURE 59 BERRY GLOBAL INC: COMPANY SNAPSHOT

13.4.7 PLASTOTECNICA SPA

13.4.8 CLEARPACK GROUP

13.4.9 SARKINA

13.4.10 BARODA PACKAGING

13.4.11 KYUNG WON CHEMICAL CO. LTD.

13.4.12 BENISON & CO. LTD

13.5 COMPETITIVE LEADERSHIP MAPPING (START-UP/SME)

13.5.1 PROGRESSIVE COMPANIES

13.5.2 STARTING BLOCKS

13.5.3 RESPONSIVE COMPANIES

13.5.4 DYNAMIC COMPANIES

FIGURE 60 SHRINK PLASTIC FILMS MARKET COMPETITIVE LEADERSHIP
MAPPING FOR START-UPS/SME PLAYERS, 2019

13.6 START-UP/SME PROFILES

13.6.1 SANDEEP POLYMER

13.6.2 HUYAN YUAN PLASTIC FILM

13.6.3 AINTREE PLASTICS

13.6.4 ALLIED PROPACK PVT LTD

13.6.5 ELITE PLASTICS

13.6.6 JIANGYIN BAIRUIJIA PLASTICS SCIENCE & TECHNOLOGY CO., LTD

13.6.7 BRENTWOOD PLASTICS, INC

13.6.8 XINJIANG RIVAL TECH CO., LTD

13.6.9 DON-POLYMER

13.6.10 POLY-PACK VERPACKUNGS-GMBH & CO. KG

*Details on Business Overview, Products Offered, Recent Developments, SWOT Analysis, and MNM View might not be captured in case of unlisted companies.

14 APPENDIX

14.1 KEY INDUSTRY INSIGHTS

14.2 DISCUSSION GUIDE

14.3 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL:

14.4 AVAILABLE CUSTOMIZATION

14.5 RELATED REPORTS

14.6 AUTHOR DETAILS

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