

# Europe Pallet Wrapping Machine - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Europe Pallet Wrapping Machine Market size is estimated at USD 116.42 billion in 2024, and is expected to reach USD 140.83 billion by 2029, growing at a CAGR of 3.19% during the forecast period (2024-2029).

### Key Highlights

The pallet is one of the primary elements of the logistics sector. It is a carrier unit that acknowledges the mechanized transportation, circulation, and distribution of goods. It is also a storage appliance that can be used effectively in loading and unloading, handling, warehouse storage, transportation, and distribution.

Moreover, the value of pallets is also reflected in the benefit of inventory management. In the warehouse management of modern production firms, the unitized packaging, storage, loading and unloading, transportation, and distribution of plastic pallets have been recognized. The value of pallets has rapidly extended from the logistics industry to various production and processing enterprises, and pallets are expected to occupy an essential position in the market during the forecast period.

Furthermore, sales in pallet pooling are expected to increase development due to rising demand for lowering logistic costs, eliminating the need for managing pallet distribution and reducing the complexity of pallet purchase, management, and retrieval. Also, technological advancements create growth prospects for the pallet pooling market players. Various pallet pooling companies are focusing on introducing pallets covered in radio frequency identification (RFID) tags. The pallet pooling market is poised to benefit from automation and demand from various end-use sectors.

Single-use plastic wrap is commonly used to secure pallet loads, which is not environmentally friendly. In addition, the cost-effectiveness of this approach may seem appealing initially, but expenses can accumulate rapidly in warehouses with high volumes.

Furthermore, poorly or excessively wrapping a pallet can cause damage to both the product and packaging, which can affect the load's structural integrity. In the worst-case scenario, this can result in significant financial losses due to wasted shipments and damaged products. As consumers increasingly prioritize sustainability, supply chain managers are actively seeking reusable and environmentally-conscious alternative packaging options to plastic wrap and pallet wrapping machine technology.

## Europe Pallet Wrapping Machine Market Trends

### Food and Beverage to Witness Significant Growth

Food and beverage products often require protection from spoilage, contamination, and damage during transportation and storage. Pallet wrapping machines ensure that products are securely wrapped, preventing exposure to external elements such as moisture, dust, and pests.

The food and beverages industry is one of the largest manufacturing sectors in the European economy, alongside the automotive, machinery, and equipment industries. According to Statistisches Bundesamt, private household consumer spending on food in Germany increased from 2019 to 2023. In 2023, based on figures, private households spent roughly 203.3 billion euros (USD 222.35) on food, up from around 189.4 billion euros in 2022 (USD 207.24).

In the food and beverages industry, pallet wrapping is one of the most practical ways to transport large amounts of goods owing to ease of mobility.

New innovations in pallet wrapping are offering high efficiency and cost reduction to Europe's food and beverage manufacturers. Many food and beverage manufacturers are inclined toward using automated pallet wrapping solutions to improve the containment of their products.

## United Kingdom to Register Significant Growth

The United Kingdom is poised to experience steady growth in the demand for pallet wrapping machines, propelled by a surge in industrial activities and the widespread adoption of automation within logistics and warehousing sectors. This growth trajectory is further fueled by the imperative for efficient and economical packaging solutions, as well as an increasing recognition of the role of pallet wrapping machines in mitigating product damage during transit and enhancing overall supply chain efficiency.

Moreover, the flourishing e-commerce landscape and the burgeoning online retail sector drive heightened demand for pallet wrapping machines as businesses seek to streamline packaging operations for the seamless shipment of goods to consumers. For Instance, a DHL Group survey in the United Kingdom shows that 31 % of consumers use the subscription e-commerce model. Online product subscriptions exist for a large variety of products, from clothing and shaving products to food and beauty products.

Automation plays an important part in enhancing the pallet wrapping market. Wrapping machines that are a part of the production machines as a whole or the systems that can be installed alongside existing machinery are more in demand.

For example, Xorella, a steam setting and conditioning equipment specialist for yarns and fabrics, will enhance its operations by integrating an additional pallet wrapping machine into its system. This new machine will feature a turntable, weighing station, label printer, safety fence, and security system, forming a comprehensive and efficient pallet wrapping system.

## Europe Pallet Wrapping Machine Industry Overview

The European pallet wrapping machine market is fragmented and characterized by intense competition among both domestic and international players. Key players such as Robopac (Aetna Group SPA), Signode Industrial Group LLC (Crown Holdings Inc.), Tosa Group, Italdibipack SPA, Officina Meccanica Sestese SPA (OMS Group) are continuously innovating to improve machine efficiency, reliability, and cost-effectiveness. Market consolidation through mergers and acquisitions is common as companies strive to expand their market share. Additionally, there's a trend toward offering integrated packaging solutions, including pallet wrapping machines, intensifying competition further.

In December 2023, paper bag manufacturer Sentrex adopted Mondi's Advantage StretchWrap paper wrapping solution for its pallets to simplify logistics, optimize efficiency in the wrapping process, and phase out unnecessary plastics. Advantage Stretchwrap is a fully recyclable kraft paper made from responsibly sourced materials. Mondi developed it to stretch and resist punctures, making it ideal for replacing the plastic stretch film that has traditionally been used for pallet wrapping and transportation.

In October 2023, Atlanta, UK, a specialist in packaging technology and machinery, introduced the Nova compact ring pallet wrapper, the newest innovative product from the Atlanta group of companies. The Nova stands out for its compact design, which allows it to seamlessly fit into the spaces previously occupied by older wrapping machines. This eliminates any logistical issues that businesses may encounter when changing their setup.

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