

Bubble Wrap Packaging Market Forecasts to 2032 – Global Analysis By Product Type (Bubble Sheets/Rolls, Bubble Bags/Mailers, Inflatable Bubble-on-Demand Systems, Bubble Wrap Insulation Panels, Custom Printed Bubble Wrap and Other Product Types), Material, Distribution Channel, Application, End User and By Geography

<https://marketpublishers.com/r/B1ECD95A841CEN.html>

Date: August 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: B1ECD95A841CEN

Abstracts

According to Statistics MRC, the Global Bubble Wrap Packaging Market is accounted for \$3.38 billion in 2025 and is expected to reach \$5.02 billion by 2032 growing at a CAGR of 5.8% during the forecast period. Bubble wrap packaging is a protective material composed of plastic sheets embedded with air-filled bubbles, designed to cushion fragile items during transit or storage. It absorbs shocks, prevents surface abrasion, and minimizes impact-related damage. Commonly used in e-commerce, electronics, and logistics, bubble wrap offers lightweight, flexible, and cost-effective protection. Its insulating properties also help regulate temperature-sensitive goods. Available in various bubble sizes and formats, it enhances product safety while supporting efficient packaging operations across diverse industries.

According to Journal of Advanced Industrial Technology and Application (2025) found that the production of single-layer low-density polyethylene (LLDPE) bubble wrap accounts for 95.47% of total fossil resource depletion across its lifecycle from raw material extraction to end-of-life disposal.

Market Dynamics:

Driver:

Rapid and continued growth of the e-commerce sector globally

With millions of parcels shipped daily across borders, the need for cost-effective, lightweight, and highly protective packaging has never been greater. Bubble wrap offers unmatched cushioning properties, safeguarding products from shocks, vibrations, and rough handling during transit. Its role is particularly important in shipping fragile goods such as electronics, glassware, cosmetics, and medical devices. As global online retail sales continue to climb, the demand for dependable protective packaging solutions like bubble wrap is expected to sustain long-term market growth.

Restraint:

Increasing regulatory pressure against non-sustainable packaging

Governments across multiple regions are introducing stricter bans, taxes, and recycling mandates to curb the use of single-use plastics, which are the primary raw material in traditional bubble wrap. This is pushing manufacturers to invest heavily in R&D for sustainable alternatives, which can be costly and time-consuming. Adapting product designs to comply with evolving environmental legislation can also slow down new launches hampering the growth of the market.

Opportunity:

Customization of bubble wrap products, including anti-static, perforated, and innovative design features

Anti-static variants are gaining traction in electronics packaging, while perforated rolls offer convenience for high-volume users. Manufacturers are also exploring multi-layered designs and hybrid formats that combine cushioning with insulation or moisture resistance. Custom printing and branding options are being integrated to enhance product presentation and traceability. These innovations are helping companies differentiate their offerings and meet the diverse requirements of sectors such as pharmaceuticals, automotive, and consumer goods.

Threat:

Public pressure and consumer preference for zero-waste and minimal packaging alternatives

Eco-conscious shoppers are often critical of plastic-based protective materials and prefer biodegradable fillers, paper cushioning, or compostable alternatives. This shift in consumer sentiment, amplified by social media and environmental campaigns, is influencing brand and retailer choices. Large corporations are responding to this pressure by setting aggressive sustainability targets, which may include completely phasing out conventional bubble wrap. This trend, if accelerated, could reduce market penetration unless eco-friendly versions gain widespread acceptance at competitive costs.

Covid-19 Impact:

The COVID-19 pandemic had a dual impact on the bubble wrap packaging market. In the early stages, manufacturing slowdowns, port closures, and raw material shortages disrupted supply chains. However, the surge in online shopping during lockdowns created an unprecedented boost in demand for protective packaging, particularly for electronics, health supplies, and household goods. Businesses prioritized safety and hygiene, increasing the use of protective wraps for sealed and sanitized deliveries. Additionally, the adoption of direct-to-consumer models by many brands further increased dependence on secure packaging solutions.

The inflatable bubble-on-demand systems segment is expected to be the largest during the forecast period

The inflatable bubble-on-demand systems segment is expected to account for the largest market share during the forecast period due to their operational efficiency and space-saving benefits. These systems allow users to generate bubble wrap on-site, reducing storage requirements and minimizing waste. The ability to customize bubble size and density enhances protection for a wide range of products. Technological advancements in compact inflators and recyclable film inputs are further driving adoption across industries seeking scalable and sustainable packaging solutions.

The plastics segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the plastics segment is predicted to witness the highest growth rate driven by continuous innovation in polymer science and material engineering. New formulations are offering improved durability, transparency, and recyclability, making plastic-based bubble wrap more versatile. Lightweight plastic films are being optimized for better cushioning with reduced material usage, aligning with cost-efficiency goals.

Additionally, bio-based plastics and post-consumer recycled content are gaining traction, helping manufacturers meet environmental targets.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share owing to the region's booming manufacturing industries and rapidly expanding e-commerce ecosystem. Countries like China, India, and Japan serve as major hubs for electronics, consumer goods, and automotive exports, all of which require secure packaging solutions. Additionally, the growing middle-class population is driving domestic demand for packaged products, further boosting the use of bubble wrap across retail and distribution channels.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR owing to surge in online retail adoption, particularly in the United States and Canada. Advanced logistics networks, high consumer expectations for fast and safe delivery, and the prevalence of high-value product shipments fuel the demand for premium protective packaging. Strong emphasis on sustainability is driving innovations in recyclable and biodegradable bubble wraps tailored to the region's stringent environmental regulation enabling market players to respond quickly to changing consumer and retailer needs.

Key players in the market

Some of the key players in Bubble Wrap Packaging Market include Sealed Air Corporation, Pregis LLC, Smurfit Kappa Group, Veritiv Corporation, Automated Packaging Systems LLC, Jiffy Packaging Co. Ltd., iVEX Protective Packaging Inc., Barton Jones Packaging Ltd., Abriso Jiffy, Berry Global Inc., Storopack Hans Reichenecker GmbH, Polycell International Ltd., Rajapack Ltd., FP International, PAC Worldwide Corporation, Inflatable Packaging Inc., Crownhill Packaging, Polyair Inter Pack Inc., Universal Protective Packaging Inc. and Ecoplast Ltd.

Key Developments:

In August 2025, Jiffy Packaging Co. Ltd. launched the Jiffy® Hexpand Mailer, a 100% recyclable paper-based packaging solution. It features flex-to-fit technology, reducing void fill and shipping costs. The product supports e-commerce sustainability goals.

In July 2025, Smurfit Kappa and WestRock completed their merger, forming Smurfit Westrock. The new entity is listed on NYSE and LSE, expanding global packaging capabilities. This strategic move positions them as a leading force in sustainable corrugated packaging.

In July 2025, iVEX Protective Packaging Inc. part of Specialized Packaging Group, expanded its sustainable packaging footprint. The company emphasized reducing natural resource consumption and improving recyclability. Their updated strategy includes new foam and corrugated solutions for e-commerce and food sectors.

Product Types Covered:

Bubble Sheets/Rolls

Bubble Bags/Mailers

Inflatable Bubble-on-Demand Systems

Bubble Wrap Insulation Panels

Custom Printed Bubble Wrap

Other Product Types

Materials Covered:

Plastics

Paper & Paperboard

Sustainable & Eco-friendly Materials

Other Materials

Distribution Channels Covered:

Direct Sales

Packaging Distributors

E-commerce Platforms

Retail Stores

Other Distribution Channels

Applications Covered:

Protective Packaging

Insulation

Surface Protection

Shipping & Mailing

Industrial Packaging

Other Applications

End Users Covered:

E-commerce & Retail

Electronics & Electricals

Pharmaceuticals & Healthcare

Logistics & Transportation

Manufacturing & Warehousing

Consumer Goods

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL BUBBLE WRAP PACKAGING MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Bubble Sheets/Rolls
 - 5.2.1 General Grade
 - 5.2.2 Temperature-Controlled
 - 5.2.3 High-Grade
 - 5.2.4 Limited Grade
- 5.3 Bubble Bags/Mailers
- 5.4 Inflatable Bubble-on-Demand Systems
- 5.5 Bubble Wrap Insulation Panels
- 5.6 Custom Printed Bubble Wrap
- 5.7 Other Product Types

6 GLOBAL BUBBLE WRAP PACKAGING MARKET, BY MATERIAL

- 6.1 Introduction
- 6.2 Plastics
 - 6.2.1 Low-Density Polyethylene (LDPE)
 - 6.2.2 Polyethylene Terephthalate (PET)
 - 6.2.3 High-Density Polyethylene (HDPE)
 - 6.2.4 Linear Low-Density Polyethylene (LLDPE)
 - 6.2.5 Polyamide (PA)
- 6.3 Paper & Paperboard
- 6.4 Sustainable & Eco-friendly Materials
 - 6.4.1 Recycled
 - 6.4.2 Biodegradable
 - 6.4.3 Bio-based
- 6.5 Other Materials

7 GLOBAL BUBBLE WRAP PACKAGING MARKET, BY DISTRIBUTION CHANNEL

- 7.1 Introduction
- 7.2 Direct Sales
- 7.3 Packaging Distributors
- 7.4 E-commerce Platforms
- 7.5 Retail Stores
- 7.6 Other Distribution Channels

8 GLOBAL BUBBLE WRAP PACKAGING MARKET, BY APPLICATION

- 8.1 Introduction
- 8.2 Protective Packaging
- 8.3 Insulation
- 8.4 Surface Protection
- 8.5 Shipping & Mailing
- 8.6 Industrial Packaging
- 8.7 Other Applications

9 GLOBAL BUBBLE WRAP PACKAGING MARKET, BY END USER

- 9.1 Introduction
- 9.2 E-commerce & Retail
- 9.3 Electronics & Electricals
- 9.4 Pharmaceuticals & Healthcare
- 9.5 Logistics & Transportation
- 9.6 Manufacturing & Warehousing
- 9.7 Consumer Goods
- 9.8 Other End Users

10 GLOBAL BUBBLE WRAP PACKAGING MARKET, BY GEOGRAPHY

- 10.1 Introduction
- 10.2 North America
 - 10.2.1 US
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 Italy
 - 10.3.4 France
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 Japan
 - 10.4.2 China

- 10.4.3 India
- 10.4.4 Australia
- 10.4.5 New Zealand
- 10.4.6 South Korea
- 10.4.7 Rest of Asia Pacific
- 10.5 South America
 - 10.5.1 Argentina
 - 10.5.2 Brazil
 - 10.5.3 Chile
 - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
 - 10.6.1 Saudi Arabia
 - 10.6.2 UAE
 - 10.6.3 Qatar
 - 10.6.4 South Africa
 - 10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 Sealed Air Corporation
- 12.2 Pregis LLC
- 12.3 Smurfit Kappa Group
- 12.4 Veritiv Corporation
- 12.5 Automated Packaging Systems LLC
- 12.6 Jiffy Packaging Co. Ltd.
- 12.7 iVEX Protective Packaging Inc.
- 12.8 Barton Jones Packaging Ltd.
- 12.9 Abriso Jiffy
- 12.10 Berry Global Inc.
- 12.11 Storopack Hans Reichenecker GmbH
- 12.12 Polycell International Ltd.

- 12.13 Rajapack Ltd.
- 12.14 FP International
- 12.15 PAC Worldwide Corporation
- 12.16 Inflatable Packaging Inc.
- 12.17 Crownhill Packaging
- 12.18 Polyair Inter Pack Inc.
- 12.19 Universal Protective Packaging Inc.
- 12.20 Ecoplast Ltd.

List Of Tables

LIST OF TABLES

- Table 1 Global Bubble Wrap Packaging Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Bubble Wrap Packaging Market Outlook, By Product Type (2024-2032) (\$MN)
- Table 3 Global Bubble Wrap Packaging Market Outlook, By Bubble Sheets/Rolls (2024-2032) (\$MN)
- Table 4 Global Bubble Wrap Packaging Market Outlook, By General Grade (2024-2032) (\$MN)
- Table 5 Global Bubble Wrap Packaging Market Outlook, By Temperature-Controlled (2024-2032) (\$MN)
- Table 6 Global Bubble Wrap Packaging Market Outlook, By High-Grade (2024-2032) (\$MN)
- Table 7 Global Bubble Wrap Packaging Market Outlook, By Limited Grade (2024-2032) (\$MN)
- Table 8 Global Bubble Wrap Packaging Market Outlook, By Bubble Bags/Mailers (2024-2032) (\$MN)
- Table 9 Global Bubble Wrap Packaging Market Outlook, By Inflatable Bubble-on-Demand Systems (2024-2032) (\$MN)
- Table 10 Global Bubble Wrap Packaging Market Outlook, By Bubble Wrap Insulation Panels (2024-2032) (\$MN)
- Table 11 Global Bubble Wrap Packaging Market Outlook, By Custom Printed Bubble Wrap (2024-2032) (\$MN)
- Table 12 Global Bubble Wrap Packaging Market Outlook, By Other Product Types (2024-2032) (\$MN)
- Table 13 Global Bubble Wrap Packaging Market Outlook, By Material (2024-2032) (\$MN)
- Table 14 Global Bubble Wrap Packaging Market Outlook, By Plastics (2024-2032) (\$MN)
- Table 15 Global Bubble Wrap Packaging Market Outlook, By Low-Density Polyethylene (LDPE) (2024-2032) (\$MN)
- Table 16 Global Bubble Wrap Packaging Market Outlook, By Polyethylene Terephthalate (PET) (2024-2032) (\$MN)
- Table 17 Global Bubble Wrap Packaging Market Outlook, By High-Density Polyethylene (HDPE) (2024-2032) (\$MN)
- Table 18 Global Bubble Wrap Packaging Market Outlook, By Linear Low-Density Polyethylene (LLDPE) (2024-2032) (\$MN)

Table 19 Global Bubble Wrap Packaging Market Outlook, By Polyamide (PA)
(2024-2032) (\$MN)

Table 20 Global Bubble Wrap Packaging Market Outlook, By Paper & Paperboard
(2024-2032) (\$MN)

Table 21 Global Bubble Wrap Packaging Market Outlook, By Sustainable & Eco-friendly
Materials (2024-2032) (\$MN)

Table 22 Global Bubble Wrap Packaging Market Outlook, By Recycled (2024-2032)
(\$MN)

Table 23 Global Bubble Wrap Packaging Market Outlook, By Biodegradable
(2024-2032) (\$MN)

Table 24 Global Bubble Wrap Packaging Market Outlook, By Bio-based (2024-2032)
(\$MN)

Table 25 Global Bubble Wrap Packaging Market Outlook, By Other Materials
(2024-2032) (\$MN)

Table 26 Global Bubble Wrap Packaging Market Outlook, By Distribution Channel
(2024-2032) (\$MN)

Table 27 Global Bubble Wrap Packaging Market Outlook, By Direct Sales (2024-2032)
(\$MN)

Table 28 Global Bubble Wrap Packaging Market Outlook, By Packaging Distributors
(2024-2032) (\$MN)

Table 29 Global Bubble Wrap Packaging Market Outlook, By E-commerce Platforms
(2024-2032) (\$MN)

Table 30 Global Bubble Wrap Packaging Market Outlook, By Retail Stores (2024-2032)
(\$MN)

Table 31 Global Bubble Wrap Packaging Market Outlook, By Other Distribution
Channels (2024-2032) (\$MN)

Table 32 Global Bubble Wrap Packaging Market Outlook, By Application (2024-2032)
(\$MN)

Table 33 Global Bubble Wrap Packaging Market Outlook, By Protective Packaging
(2024-2032) (\$MN)

Table 34 Global Bubble Wrap Packaging Market Outlook, By Insulation (2024-2032)
(\$MN)

Table 35 Global Bubble Wrap Packaging Market Outlook, By Surface Protection
(2024-2032) (\$MN)

Table 36 Global Bubble Wrap Packaging Market Outlook, By Shipping & Mailing
(2024-2032) (\$MN)

Table 37 Global Bubble Wrap Packaging Market Outlook, By Industrial Packaging
(2024-2032) (\$MN)

Table 38 Global Bubble Wrap Packaging Market Outlook, By Other Applications

(2024-2032) (\$MN)

Table 39 Global Bubble Wrap Packaging Market Outlook, By End User (2024-2032) (\$MN)

Table 40 Global Bubble Wrap Packaging Market Outlook, By E-commerce & Retail (2024-2032) (\$MN)

Table 41 Global Bubble Wrap Packaging Market Outlook, By Electronics & Electricals (2024-2032) (\$MN)

Table 42 Global Bubble Wrap Packaging Market Outlook, By Pharmaceuticals & Healthcare (2024-2032) (\$MN)

Table 43 Global Bubble Wrap Packaging Market Outlook, By Logistics & Transportation (2024-2032) (\$MN)

Table 44 Global Bubble Wrap Packaging Market Outlook, By Manufacturing & Warehousing (2024-2032) (\$MN)

Table 45 Global Bubble Wrap Packaging Market Outlook, By Consumer Goods (2024-2032) (\$MN)

Table 46 Global Bubble Wrap Packaging Market Outlook, By Other End Users (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

I would like to order

Product name: Bubble Wrap Packaging Market Forecasts to 2032 – Global Analysis By Product Type (Bubble Sheets/Rolls, Bubble Bags/Mailers, Inflatable Bubble-on-Demand Systems, Bubble Wrap Insulation Panels, Custom Printed Bubble Wrap and Other Product Types), Material, Distribution Channel, Application, End User and By Geography

Product link: <https://marketpublishers.com/r/B1ECD95A841CEN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B1ECD95A841CEN.html>