

Chocolate Wrapping Films Market Forecasts to 2032 – Global Analysis By Material Type (Plastic Films, Aluminum Foil, Paper & Paperboard, Cellophane, Biodegradable, Composite/Multi-Layer Films, and Other Material Types), Film Type, Appearance, Thickness, Application, End User and By Geography

<https://marketpublishers.com/r/C1ADE02E8914EN.html>

Date: June 2025

Pages: 150

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

ID: C1ADE02E8914EN

Abstracts

According to Statistics MRC, the Global Chocolate Wrapping Films Market is accounted for \$931.53 million in 2025 and is expected to reach \$1447.59 million by 2032 growing at a CAGR of 6.5% during the forecast period. Chocolate wrapping films are specialized packaging materials designed to protect chocolates from moisture, light, and contamination while preserving freshness, flavor, and appearance. These films can be made from materials like aluminum foil, plastic, or biodegradable composites. They provide an attractive presentation, enhance shelf life, and support branding through printability. Commonly used in the confectionery industry, chocolate wrapping films play a crucial role in both product protection and consumer appeal.

Market Dynamics:

Driver:

Growing chocolate consumption

With rising disposable incomes, consumers are indulging in premium chocolate products more frequently. Additionally, the growing popularity of artisanal and specialty chocolates is fueling the need for innovative packaging solutions. Expanding urbanization and lifestyle changes are contributing to higher chocolate consumption,

particularly in emerging markets. Seasonal chocolate sales, such as during holidays and celebrations, further boost the market demand. As chocolate manufacturers scale up production, the need for efficient and attractive packaging formats continues to grow.

Restraint:

Competition from alternative packaging formats

Paper-based and biodegradable packaging options are increasingly being preferred due to sustainability concerns. Some manufacturers are shifting to eco-friendly materials to align with evolving consumer preferences and environmental regulations. The adoption of resealable and reusable packaging formats is reducing the reliance on traditional film wrappers. Cost differences between plastic films and other materials also play a role in restraining market expansion. Additionally, advancements in smart packaging technology are introducing new competition to conventional wrapping films.

Opportunity:

Innovation in packaging materials

Manufacturers are exploring biodegradable and compostable film alternatives to address environmental concerns. Innovations in barrier films are enhancing the shelf life and freshness of chocolate products. Smart packaging technologies, such as temperature-sensitive films, are gaining traction among premium chocolate brands. Customizable and aesthetically appealing packaging options are also attracting consumer interest. The integration of recyclable materials is further driving sustainability initiatives in the chocolate packaging sector.

Threat:

Supply chain disruptions

Fluctuations in raw material availability due to geopolitical tensions and trade restrictions impact production stability. Transportation bottlenecks and logistical delays can hinder timely deliveries of packaging materials to manufacturers. Rising costs of plastic resins and other packaging components add financial pressure to suppliers. Regulatory shifts concerning plastic usage may further complicate procurement strategies. Dependency on imported packaging materials makes the market vulnerable

to global disruptions and price volatility.

Covid-19 Impact

The COVID-19 pandemic significantly influenced the chocolate wrapping films market by shifting consumer preferences and supply chain dynamics. Lockdowns and mobility restrictions led to an increase in online chocolate sales, boosting the demand for protective packaging solutions. Hygiene concerns heightened the need for sealed and contamination-proof wrappers. Supply chain disruptions during the pandemic affected raw material procurement and packaging production. Post-pandemic, the resurgence of in-store shopping and seasonal sales continues to drive market growth.

The plastic films segment is expected to be the largest during the forecast period

The plastic films segment is expected to account for the largest market share during the forecast period, due to its durability, versatility, and cost-effectiveness. Plastic films provide excellent barrier properties, protecting chocolate products from moisture and contamination. The lightweight nature of plastic films makes them ideal for packaging efficiency and transportation. Additionally, advancements in biodegradable plastic alternatives are ensuring sustainability while maintaining functionality.

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

Over the forecast period, the bar wrappers segment is predicted to witness the highest growth rate, due to increasing demand for single-serving chocolate products. Convenience-driven consumption patterns are driving interest in individually wrapped chocolate bars. The rise of on-the-go snacking has made bar wrappers an essential packaging format. Premium chocolate brands are utilizing high-quality wrappers to enhance product appeal and differentiation. The expanding retail presence of chocolate bars globally contributes to the segment's rapid expansion.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to rising chocolate consumption and packaging innovation. Rapid urbanization and increasing disposable incomes are driving chocolate sales in the region. Strong growth in e-commerce is boosting demand for secure and visually appealing packaging formats. Government initiatives supporting sustainable packaging

adoption further influence market dynamics.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to its strong focus on packaging innovation and sustainability. The region's advanced packaging infrastructure supports rapid adoption of eco-friendly film alternatives. Consumers' growing preference for premium chocolates is fueling the demand for high-quality wrappers. Stringent regulations on plastic usage are pushing brands towards innovative and recyclable packaging solutions. The rise of personalized and branded chocolate packaging is creating new market prospects.

Key players in the market

Some of the key players profiled in the Chocolate Wrapping Films Market include Amcor plc, Mondi Group, Huhtamaki Oyj, Constantia Flexibles, Innovia Films, Uflex Ltd., Coveris, Sonoco Products Company, Berry Global, TC Transcontinental, Flex Films, Toray Plastics (America) Inc., Futamura Group, Multifilm Packaging Corporation, and Clondalkin Group.

Key Developments:

In May 2025, Amcor and forestry industry company Metsa Group, announced a collaboration to develop three-dimensional molded fiber packaging solutions with lidding and liner for a variety of food applications. The collaboration underscores Amcor and Metsa Group's commitment to sustainability and innovation by creating recycle-ready packaging solutions.

In April 2025, Toray Industries, Inc., announced that it will launch the PTC.SLV household water purifier cartridge in early April. This offering swiftly filters 16 substances designated under the Japanese Industrial Standard (JIS) and lasts three times longer than existing counterparts. The company will simultaneously release the Torayvino™ PT307SLV, a water filter pitcher employing this cartridge. The PTC.SLV cartridge is also fully compatible for other Torayvino pitchers.

Material Types Covered:

Plastic Films

Aluminum Foil

Paper & Paperboard

Cellophane

Biodegradable

Composite/Multi-Layer Films

Other Material Types

Film Types Covered:

Stretch Film

Shrink Film

Monolayer Films

Laminated Films

Coated Films

Appearance Covered:

Colored Film

Clear Film

Metalized Film

Printed Film

Matte Finish

Glossy Finish

Thickness Covered:

0–10 Microns

10–20 Microns

20–30 Microns

More Than 30 Microns

Applications Covered:

White Chocolate

Dark Chocolate

Milk Chocolate

Slab Chocolate

Filled Chocolate

Individual Chocolate Pieces

Chocolate Multi-packs

Other Applications

End Users Covered:

Bar Wrappers

Pouches

Twist Wraps

Flow Wraps

Cushion Pads

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 Application Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 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 CHOCOLATE WRAPPING FILMS MARKET, BY MATERIAL TYPE

- 5.1 Introduction
- 5.2 Plastic Films
 - 5.2.1 Polyethylene Terephthalate (PET)
 - 5.2.2 Polyvinyl Chloride (PVC)
 - 5.2.3 Biaxially Oriented Polypropylene (BOPP)
 - 5.2.4 Cellophane
 - 5.2.5 Polyethylene
 - 5.2.6 Cast Polypropylene
- 5.3 Aluminum Foil
- 5.4 Paper & Paperboard
 - 5.4.1 Paper-based Wrappers
 - 5.4.2 Metallized Paper
- 5.5 Cellophane
- 5.6 Biodegradable
- 5.7 Composite/Multi-Layer Films
- 5.8 Other Material Types

6 GLOBAL CHOCOLATE WRAPPING FILMS MARKET, BY FILM TYPE

- 6.1 Introduction
- 6.2 Stretch Film
- 6.3 Shrink Film
- 6.4 Monolayer Films
- 6.5 Laminated Films
- 6.6 Coated Films

7 GLOBAL CHOCOLATE WRAPPING FILMS MARKET, BY APPEARANCE

- 7.1 Introduction
- 7.2 Colored Film
- 7.3 Clear Film
- 7.4 Metalized Film
- 7.5 Printed Film
- 7.6 Matte Finish
- 7.7 Glossy Finish

8 GLOBAL CHOCOLATE WRAPPING FILMS MARKET, BY THICKNESS

- 8.1 Introduction
- 8.2 0–10 Microns
- 8.3 10–20 Microns
- 8.4 20–30 Microns
- 8.5 More Than 30 Microns

9 GLOBAL CHOCOLATE WRAPPING FILMS MARKET, BY APPLICATION

- 9.1 Introduction
- 9.2 White Chocolate
- 9.3 Dark Chocolate
- 9.4 Milk Chocolate
- 9.5 Slab Chocolate
- 9.6 Filled Chocolate
- 9.7 Individual Chocolate Pieces
- 9.8 Chocolate Multi-packs
- 9.9 Other Applications

10 GLOBAL CHOCOLATE WRAPPING FILMS MARKET, BY END USER

- 10.1 Introduction
- 10.2 Bar Wrappers
- 10.3 Pouches
- 10.4 Twist Wraps
- 10.5 Flow Wraps
- 10.6 Cushion Pads
- 10.7 Other End Users

11 GLOBAL CHOCOLATE WRAPPING FILMS MARKET, BY GEOGRAPHY

- 11.1 Introduction
- 11.2 North America
 - 11.2.1 US
 - 11.2.2 Canada
 - 11.2.3 Mexico
- 11.3 Europe
 - 11.3.1 Germany
 - 11.3.2 UK

- 11.3.3 Italy
- 11.3.4 France
- 11.3.5 Spain
- 11.3.6 Rest of Europe
- 11.4 Asia Pacific
 - 11.4.1 Japan
 - 11.4.2 China
 - 11.4.3 India
 - 11.4.4 Australia
 - 11.4.5 New Zealand
 - 11.4.6 South Korea
 - 11.4.7 Rest of Asia Pacific
- 11.5 South America
 - 11.5.1 Argentina
 - 11.5.2 Brazil
 - 11.5.3 Chile
 - 11.5.4 Rest of South America
- 11.6 Middle East & Africa
 - 11.6.1 Saudi Arabia
 - 11.6.2 UAE
 - 11.6.3 Qatar
 - 11.6.4 South Africa
 - 11.6.5 Rest of Middle East & Africa

12 KEY DEVELOPMENTS

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions
- 12.5 Other Key Strategies

13 COMPANY PROFILING

- 13.1 Amcor plc
- 13.2 Mondi Group
- 13.3 Huhtamaki Oyj
- 13.4 Constantia Flexibles
- 13.5 Innovia Films

- 13.6 Uflex Ltd.
- 13.7 Coveris
- 13.8 Sonoco Products Company
- 13.9 Berry Global
- 13.10 TC Transcontinental
- 13.11 Flex Films
- 13.12 Toray Plastics (America) Inc.
- 13.13 Futamura Group
- 13.14 Multifilm Packaging Corporation
- 13.15 Clondalkin Group

List Of Tables

LIST OF TABLES

Table 1 Global Chocolate Wrapping Films Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Chocolate Wrapping Films Market Outlook, By Material Type (2024-2032) (\$MN)

Table 3 Global Chocolate Wrapping Films Market Outlook, By Plastic Films (2024-2032) (\$MN)

Table 4 Global Chocolate Wrapping Films Market Outlook, By Polyethylene Terephthalate (PET) (2024-2032) (\$MN)

Table 5 Global Chocolate Wrapping Films Market Outlook, By Polyvinyl Chloride (PVC) (2024-2032) (\$MN)

Table 6 Global Chocolate Wrapping Films Market Outlook, By Biaxially Oriented Polypropylene (BOPP) (2024-2032) (\$MN)

Table 7 Global Chocolate Wrapping Films Market Outlook, By Cellophane (2024-2032) (\$MN)

Table 8 Global Chocolate Wrapping Films Market Outlook, By Polyethylene (2024-2032) (\$MN)

Table 9 Global Chocolate Wrapping Films Market Outlook, By Cast Polypropylene (2024-2032) (\$MN)

Table 10 Global Chocolate Wrapping Films Market Outlook, By Aluminum Foil (2024-2032) (\$MN)

Table 11 Global Chocolate Wrapping Films Market Outlook, By Paper & Paperboard (2024-2032) (\$MN)

Table 12 Global Chocolate Wrapping Films Market Outlook, By Paper-based Wrappers (2024-2032) (\$MN)

Table 13 Global Chocolate Wrapping Films Market Outlook, By Metallized Paper (2024-2032) (\$MN)

Table 14 Global Chocolate Wrapping Films Market Outlook, By Cellophane (2024-2032) (\$MN)

Table 15 Global Chocolate Wrapping Films Market Outlook, By Biodegradable (2024-2032) (\$MN)

Table 16 Global Chocolate Wrapping Films Market Outlook, By Composite/Multi-Layer Films (2024-2032) (\$MN)

Table 17 Global Chocolate Wrapping Films Market Outlook, By Other Material Types (2024-2032) (\$MN)

Table 18 Global Chocolate Wrapping Films Market Outlook, By Film Type (2024-2032)

(\$MN)

Table 19 Global Chocolate Wrapping Films Market Outlook, By Stretch Film (2024-2032) (\$MN)

Table 20 Global Chocolate Wrapping Films Market Outlook, By Shrink Film (2024-2032) (\$MN)

Table 21 Global Chocolate Wrapping Films Market Outlook, By Monolayer Films (2024-2032) (\$MN)

Table 22 Global Chocolate Wrapping Films Market Outlook, By Laminated Films (2024-2032) (\$MN)

Table 23 Global Chocolate Wrapping Films Market Outlook, By Coated Films (2024-2032) (\$MN)

Table 24 Global Chocolate Wrapping Films Market Outlook, By Appearance (2024-2032) (\$MN)

Table 25 Global Chocolate Wrapping Films Market Outlook, By Colored Film (2024-2032) (\$MN)

Table 26 Global Chocolate Wrapping Films Market Outlook, By Clear Film (2024-2032) (\$MN)

Table 27 Global Chocolate Wrapping Films Market Outlook, By Metalized Film (2024-2032) (\$MN)

Table 28 Global Chocolate Wrapping Films Market Outlook, By Printed Film (2024-2032) (\$MN)

Table 29 Global Chocolate Wrapping Films Market Outlook, By Matte Finish (2024-2032) (\$MN)

Table 30 Global Chocolate Wrapping Films Market Outlook, By Glossy Finish (2024-2032) (\$MN)

Table 31 Global Chocolate Wrapping Films Market Outlook, By Thickness (2024-2032) (\$MN)

Table 32 Global Chocolate Wrapping Films Market Outlook, By 0–10 Microns (2024-2032) (\$MN)

Table 33 Global Chocolate Wrapping Films Market Outlook, By 10–20 Microns (2024-2032) (\$MN)

Table 34 Global Chocolate Wrapping Films Market Outlook, By 20–30 Microns (2024-2032) (\$MN)

Table 35 Global Chocolate Wrapping Films Market Outlook, By More Than 30 Microns (2024-2032) (\$MN)

Table 36 Global Chocolate Wrapping Films Market Outlook, By Application (2024-2032) (\$MN)

Table 37 Global Chocolate Wrapping Films Market Outlook, By White Chocolate (2024-2032) (\$MN)

Table 38 Global Chocolate Wrapping Films Market Outlook, By Dark Chocolate (2024-2032) (\$MN)

Table 39 Global Chocolate Wrapping Films Market Outlook, By Milk Chocolate (2024-2032) (\$MN)

Table 40 Global Chocolate Wrapping Films Market Outlook, By Slab Chocolate (2024-2032) (\$MN)

Table 41 Global Chocolate Wrapping Films Market Outlook, By Filled Chocolate (2024-2032) (\$MN)

Table 42 Global Chocolate Wrapping Films Market Outlook, By Individual Chocolate Pieces (2024-2032) (\$MN)

Table 43 Global Chocolate Wrapping Films Market Outlook, By Chocolate Multi-packs (2024-2032) (\$MN)

Table 44 Global Chocolate Wrapping Films Market Outlook, By Other Applications (2024-2032) (\$MN)

Table 45 Global Chocolate Wrapping Films Market Outlook, By End User (2024-2032) (\$MN)

Table 46 Global Chocolate Wrapping Films Market Outlook, By Bar Wrappers (2024-2032) (\$MN)

Table 47 Global Chocolate Wrapping Films Market Outlook, By Pouches (2024-2032) (\$MN)

Table 48 Global Chocolate Wrapping Films Market Outlook, By Twist Wraps (2024-2032) (\$MN)

Table 49 Global Chocolate Wrapping Films Market Outlook, By Flow Wraps (2024-2032) (\$MN)

Table 50 Global Chocolate Wrapping Films Market Outlook, By Cushion Pads (2024-2032) (\$MN)

Table 51 Global Chocolate Wrapping Films 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: Chocolate Wrapping Films Market Forecasts to 2032 – Global Analysis By Material Type (Plastic Films, Aluminum Foil, Paper & Paperboard, Cellophane, Biodegradable, Composite/Multi-Layer Films, and Other Material Types), Film Type, Appearance, Thickness, Application, End User and By Geography

Product link: <https://marketpublishers.com/r/C1ADE02E8914EN.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/C1ADE02E8914EN.html>