

Cohesive Packaging Market Forecasts to 2030 – Global Analysis By Product (Shrink Films, Stretch Films, Adhesive Films, Labels, Pouches, Tubes and Other Products), Material Type, Technology, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Cohesive Packaging Market is accounted for \$1.72 billion in 2024 and is expected to reach \$2.25 billion by 2030 growing at a CAGR of 4.8% during the forecast period. Cohesive packaging refers to a type of packaging that utilizes materials with adhesive properties to hold products together without the need for external sealing methods like tape or glue. The adhesive elements within the packaging itself enable it to bond or cling to products, providing protection and containment. This type of packaging is commonly used for multi-pack items, where individual products are held together in a cohesive unit, offering convenience and stability during handling and transportation.

According to the US Environmental Protection Agency (EPA) 2021 report, packaging materials contributed to 82.2 million tons of municipal solid waste generation, representing 28.1% of total waste generated.

Market Dynamics:

Driver:

Increasing demand for eco-friendly packaging solutions

As consumers and businesses alike become more conscious of environmental issues, there is a shift toward packaging that reduces plastic waste and incorporates

sustainable materials. Cohesive packaging, which often uses fewer resources, such as adhesives that require no external sealing or energy-intensive processes, aligns with these sustainability goals. This eco-friendly approach not only minimizes environmental impact but also caters to consumer preferences for greener products, thus fostering wider adoption and expanding the market for cohesive packaging solutions across various industries.

Restraint:

Durability concerns

Durability concerns in cohesive packaging arise because the adhesive properties, while efficient, may not provide the same level of long-term protection as traditional packaging materials. Products can be vulnerable to damage, particularly during prolonged storage or transport, leading to potential consumer dissatisfaction. These concerns are especially prominent in industries like pharmaceuticals and electronics, where product integrity is crucial. Therefore, lack of long-lasting protection results in slower market penetration and reduced confidence among manufacturers.

Opportunity:

Growing demand for customization and branding

Cohesive packaging allows companies to experiment with colors, shapes, and logos without compromising functionality. As consumer preferences shift toward personalized products and experiences, businesses leverage customized cohesive packaging to differentiate themselves in a competitive marketplace. This not only strengthens brand recognition but also meets consumer expectations for aesthetically pleasing and innovative packaging. Consequently, businesses increasingly adopt cohesive packaging for promotional and branding purposes, which thereby accelerates the market demand.

Threat:

High initial investment

The high initial investment in cohesive packaging arises from the costs associated with developing advanced adhesive technologies, sourcing specialized materials, and setting up production processes. Manufacturers may need to invest in new machinery or equipment, which increases upfront costs. Additionally, research and development for

sustainable and effective cohesive packaging solutions can be resource-intensive. The reluctance to invest in such technologies may slow the adoption of cohesive packaging, limiting its growth potential across various industries.

Covid-19 Impact

The covid-19 pandemic had a mixed impact on the cohesive packaging market. On one hand, the increased demand for e-commerce and home deliveries boosted the need for efficient, cost-effective, and sustainable packaging solutions, including cohesive packaging. On the other hand, supply chain disruptions and raw material shortages affected production. Additionally, stricter health and safety regulations led to higher demands for hygienic and tamper-proof packaging, driving innovation in cohesive packaging to meet evolving consumer needs and industry standards.

The aesthetic/branding segment is expected to be the largest during the forecast period

The aesthetic/branding segment is predicted to secure the largest market share throughout the forecast period due to its ability to create visually appealing, custom-designed packaging solutions. The adhesive properties of cohesive materials enable unique shapes, innovative designs, and seamless branding without the need for additional sealing components. Cohesive packaging allows companies to reinforce their brand identity, offering both functional and visually striking packaging that attracts consumers and improves brand recognition.

The cosmetics & personal care segment is expected to have the highest CAGR during the forecast period

The cosmetics & personal care segment is anticipated to witness the highest CAGR during the forecast period. In the cosmetics and personal care industry, cohesive packaging is gaining popularity for its ability to offer both functionality and aesthetics. It provides an innovative, eco-friendly alternative to traditional packaging by using adhesive materials to hold products together without additional sealing methods. This allows for creative, customized packaging designs that enhance product presentation and improve brand visibility.

Region with largest share:

Asia Pacific is expected to register the largest market share during the forecast period. Rapid urbanization, growing e-commerce, and rising environmental awareness are

fueling the adoption of cohesive packaging technologies. Countries like China, India, and Japan are key players in this market, leveraging advancements in adhesive materials and packaging design. Additionally, government regulations promoting eco-friendly packaging further encourage market expansion, making Asia Pacific a key hub for innovative cohesive packaging solutions.

Region with highest CAGR:

North America is expected to witness the highest CAGR over the forecast period driven by the increasing demand for eco-friendly and efficient packaging solutions. With rising consumer awareness about sustainability, companies in the U.S. and Canada are adopting cohesive packaging for a wide range of applications, including food, beverages, and pharmaceuticals. Strict environmental regulations and consumer preferences for recyclable, biodegradable, or reusable packaging materials are also shaping the market, making North America a key region for cohesive packaging innovation.

Key players in the market

Some of the key players profiled in the Cohesive Packaging Market include Amcor Limited, Berry Global Inc., Sealed Air Corporation, Sonoco Products Company, Huhtamaki Group, Smurfit Kappa Group, Mondi Group, WestRock Company, International Paper Company, Henkel AG & Co. KGaA, Asahi Group Holdings Limited, Uflex Limited, Proampac, Packman Packaging, Synpack, Sigma Plastics Group, RPC Group, TCL Packaging, Clarifoi and VisiPak.

Key Developments:

In November 2024, Henkel Adhesive Technologies introduced Eco-Pax, a new biobased hot melt adhesive aimed at reducing the carbon footprint of the packaging industry in partnership with Pack size Company. This strategic partnership aligns with Packsize's commitment to sustainability and enhancing its product offerings with innovative solutions.

In November 2023, Asahi Super Dry collaborated with Purple Creative to launch a minimalist and cohesive packaging redesign, reinforcing its premium status and global brand consistency. By simplifying and modernizing the packaging, Asahi Super Dry seeks to enhance its presence in a crowded beer market, offering a more premium and distinctive look.

Products Covered:

- Shrink Films
- Stretch Films
- Adhesive Films
- Labels
- Pouches
- Tubes
- Other Products

Material Types Covered:

- Polyethylene (PE)
- Polypropylene (PP)
- Polyvinyl Chloride (PVC)
- Paper & Paperboard
- Biodegradable Materials
- Other Material Types

Technologies Covered:

- Heat Sealing
- Cold Sealing

Pressure Sealing

Ultrasonic Sealing

Other Technologies

Applications Covered:

Protection

Tamper-Evident

Sustainability/Environmentally Friendly

Aesthetic/Branding

Other Applications

End Users Covered:

Food & Beverages

Pharmaceuticals

Cosmetics & Personal Care

Household Products

Electronics

Industrial 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 2022, 2023, 2024, 2026, and 2030
- 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

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