

# **Full Container Shrink Sleeve Market Forecasts to 2030 – Global Analysis By Type (Full Body Shrink Sleeves, Partial Shrink Sleeves, Neck Shrink Sleeves and Other Types), Material, Technology, Application and By Geography**

<https://marketpublishers.com/r/F01DFCF53449EN.html>

Date: January 2025

Pages: 150

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

ID: F01DFCF53449EN

## **Abstracts**

According to Statistics MRC, the Global Full Container Shrink Sleeve Market is accounted for \$16.9 billion in 2024 and is expected to reach \$27.4 billion by 2030 growing at a CAGR of 8.4% during the forecast period. A Full Container Shrink Sleeve is a packaging label designed for containers like bottles, jars, or cans. It is made from heat-sensitive plastic material that wraps around the entire surface of the container, providing a 360-degree wrap. When heated, the label shrinks tightly, conforming to the container's shape. This feature enhances branding and consumer appeal by providing high-quality full-color graphics. It also serves as a tamper-evident seal, ensuring product integrity.

Market Dynamics:

Driver:

Increased demand for aesthetic packaging

The demand for aesthetically appealing packaging has surged due to the increasing influence of product appearance and design on consumer choices. Full container shrink sleeves offer a unique advantage by covering the entire product surface, allowing for vibrant designs with intricate graphics, patterns, and colors. This feature sets brands apart from competitors and enhances brand recognition. The increased demand for full container shrink sleeves is particularly significant in industries like food and beverages,

personal care, and cosmetics, where product aesthetics are crucial.

#### Restraint:

##### Complex application process

The application process of full container shrink sleeves can be complex, leading to higher production costs and potential disruptions in supply chains. Small and medium-sized enterprises (SMEs) may struggle to invest in necessary equipment or infrastructure, making it less competitive. Manufacturers may face challenges in meeting tight deadlines or high-volume orders, potentially causing customer dissatisfaction and business loss. As a result, companies may hesitate to adopt full container shrink sleeves due to perceived time-consumingness or errors, stifling market growth.

#### Opportunity:

##### Rising consumer preference for convenience and tamper-evident packaging

Full container shrink sleeves are gaining popularity due to their tamper-evident packaging, which is becoming a regulatory requirement and consumer expectation in industries like pharmaceuticals, food products, and health and beauty products. The ability to provide visible proof of tampering enhances the appeal of this packaging option, making it a preferred choice for safety, freshness, and integrity. The ability to extend product shelf life aligns with consumer expectations for convenience and high-quality, durable packaging, contributing to the rising demand in markets that prioritize long-lasting, secure packaging solutions.

#### Threat:

##### Limited availability of eco-friendly materials

The market stagnation in the eco-friendly shrink sleeve materials market could be due to the lack of innovation. Manufacturers may struggle to find suitable alternatives to traditional plastics, limiting their ability to offer environmentally friendly packaging solutions. This could undermine efforts to reduce plastic waste and pose risks to businesses using non-biodegradable materials. The limited availability of eco-friendly materials also makes it harder for companies to transition to sustainable solutions. If production cannot scale up, regulatory demands may be met, affecting market growth.

## Covid-19 Impact

The COVID-19 pandemic had a mixed impact on the Full Container Shrink Sleeve Market. Initially, supply chain disruptions and factory shutdowns led to delays in production and reduced material availability. However, as e-commerce and consumer demand for packaged goods surged during the pandemic, there was increased demand for secure, tamper-evident packaging, boosting the market. The shift towards hygiene, safety, and product protection also spurred interest in shrink sleeves, which continue to be favoured for food, pharmaceuticals, and personal care products.

The full body shrink sleeves segment is expected to be the largest during the forecast period

Over the forecasted timeframe, the full body shrink sleeves segment is anticipated to dominate the market share due to their eye-catching packaging. Full body shrink sleeves are gaining popularity in sectors like food and beverages, personal care, and cosmetics. Companies use these sleeves to enhance product appeal and brand recognition, with the emphasis on aesthetic design has led to a greater adoption of full-body shrink sleeves across industries looking to improve product presentation and market competitiveness.

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

The polyvinyl chloride segment witness substantial growth during the projection period owing to widespread use in industries like food and beverages, cosmetics, and consumer goods. PVC's tamper-evident features have also boosted their adoption, especially in markets prioritizing consumer safety and regulatory compliance. As consumer concerns about product integrity and safety grow, the demand for tamper-evident packaging has driven market expansion, making PVC a key material.

Region with largest share:

The North American region is expected to hold the largest share of the market during the forecast period owing to the rise in product differentiation and brand visibility has led to a surge in the use of full container shrink sleeves in various sectors, including food, beverages, cosmetics, and health products. These sleeves enable high-quality graphics, vibrant colors, and intricate designs, making products stand out and appealing

to consumers. This trend is particularly significant in the food and beverage sector.

Region with highest CAGR:

The Asia Pacific region is predicted to achieve the highest CAGR during the forecast period due to revolutionized shrink sleeve designs, allowing brands to create intricate, high-definition prints and explore sustainable materials like recycled content or biodegradable plastics. North American manufacturers are increasingly using shrink sleeves for tamper-evident packaging, especially in the food and beverage sector, where food safety is a top priority. This trend is driven by increased product safety awareness and regulatory requirements.

Key players in the market

Some of the key players in Full Container Shrink Sleeve market include Amcor, Avery Dennison Corporation, Berry Global, Inc., CCL Industries, Celanese Corporation, Clondalkin Group, Constantia Flexibles, Eastman Chemicals, ExxonMobil, Fitneer, Hammer Packaging, Inc., Klockner Pentaplast, LG Chem Limited, Macfarlane Group PL, Mondi Group, Novolex, Paris Art Label Company Inc. and ShrinTex.

Key Developments:

In November 2024, Amcor signed a strategic collaboration agreement with Kolon Industries Inc., to co-develop and commercialize more sustainable polyester materials for selected applications in Amcor's flexible packaging business.

In November 2024, Amcor partnered with our longstanding customer Kraft Heinz in delivering more than 78,000 boxes of Kraft Mac & Cheese to food banks across the United States. This effort aims to meet the heightened demand many communities face during this season of giving, and provide support to households facing food insecurity.

In November 2024, Henkel Corporation and Celanese Corporation have announced a partnership to enhance circularity in emulsion production by utilizing carbon capture-based materials.

Types Covered:

Full Body Shrink Sleeves

Partial Shrink Sleeves

Neck Shrink Sleeves

Other Types

Materials Covered:

Polyvinyl Chloride

Polyethylene Terephthalate Glycol

Oriented Polystyrene

Polyethylene

Other Materials

Technologies Covered:

Heat Shrink

Steam Shrink

Electric Shrink

Applications Covered:

Food & Beverage

Pharmaceuticals

Personal Care & Cosmetics

Household Chemicals

## Other Applications

### 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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