

# Mailer Packaging Market Forecasts to 2034 – Global Analysis By Product (Non-Cushioned Mailers and Cushioned Mailers), Raw Material, Insulation, End User and By Geography

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## Abstracts

According to Statistics MRC, the Global Mailer Packaging Market is accounted for \$45.41 billion in 2026 and is expected to reach \$173.03 billion by 2034 growing at a CAGR of 18.2% during the forecast period. Mailer packaging encompasses various options, such as poly mailers, bubble mailers, and cardboard envelopes, designed for secure and efficient shipping. Businesses often customize packaging with logos for branding. Sustainable alternatives, like recyclable materials, are gaining popularity. Security features, such as tamper-evident seals, enhance package integrity. Selecting the right size minimizes excess materials, promoting cost-effectiveness. Bulk purchasing options and eco-friendly choices contribute to both economic and environmental considerations.

According to the U.S. Department of Commerce Retail Indicator Division, e-commerce sales exhibited a 14.2% increase in 2020 and accounted for USD 870 billion in 2021 in the U.S.

### Market Dynamics:

#### Driver:

Rapid expansion of e-commerce

As consumers increasingly shift towards online shopping, there is a heightened demand for efficient, protective, and visually appealing packaging solutions. Mailer packaging

has become a key player in meeting these requirements, providing a cost-effective and customizable option for businesses. The surge in e-commerce transactions has necessitated packaging that ensures the safe delivery of products to customers' doorsteps. Additionally, the trend towards sustainable practices has driven innovations in eco-friendly mailer packaging materials are encouraging the market growth.

**Restraint:**

Adherence to various packaging regulations

Stricter regulations, especially those aimed at reducing environmental impact, may compel companies to invest in alternative materials, resulting in increased production costs. Compliance requirements may necessitate significant changes in packaging design and production practices, potentially affecting the overall efficiency and cost-effectiveness of mailer packaging solutions. Small and medium-sized enterprises (SMEs) within the mailer packaging industry, in particular, may find it challenging to keep up with the evolving regulatory landscape, leading to increased compliance costs and reduced competitiveness.

**Opportunity:**

Growing awareness of environmental issues

Consumers, now more than ever, prioritize environmentally responsible packaging, prompting companies to adopt materials that are recyclable, biodegradable, and sourced sustainably. This shift not only aligns with global efforts to reduce plastic waste but also addresses consumer preferences for eco-conscious brands. As a result, there is an increasing demand for green packaging solutions within the mailer packaging sector.

**Threat:**

Consumers may be resistant to adopting new packaging formats

If consumers perceive mailer packaging as less familiar or reliable compared to traditional options, it may impact their trust and acceptance. The reluctance to embrace change can slow down the adoption rate of innovative mailer packaging solutions, limiting market expansion. Companies may face challenges in convincing consumers of

the benefits of these new formats, potentially leading to lower market penetration and a reluctance to invest in the development and promotion of alternative packaging options.

### Covid-19 Impact

Because there was less of a need for packing during the pandemic's first stages, mailer demand actually declined in 2020. This results from the suspension of transportation services in an effort to stop the corona virus from spreading. The governments of the individual nations enforced stringent social distancing measures that imposed limitations on the manufacturing facilities and distribution networks. As a result, during the first global corona virus waves, mailer packaging growth slowed.

The non-cushioned mailers segment is expected to be the largest during the forecast period

The non-cushioned mailers segment is estimated to have a lucrative growth, because non-cushioned mailers are often more cost-effective, lightweight, and environmentally friendly, contributing to reduced shipping costs and ecological impact. However, the downside includes a potential compromise in product protection during transit, leading to increased risk of damage. The effect on the market involves a delicate balance between cost efficiency and ensuring the safety of shipped items, influencing purchasing decisions in the evolving landscape.

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

The paper segment is anticipated to witness the highest CAGR growth during the forecast period, as consumers prioritize environmentally conscious choices, paper-based mailer packaging is gaining traction due to its biodegradability and recyclability. Manufacturers are responding to this trend by developing innovative paper packaging solutions that maintain durability and protective qualities. Additionally, regulations promoting sustainable practices contribute to the rising adoption of paper in mailer packaging.

### **Region with largest share:**

Asia Pacific is projected to hold the largest market share during the forecast period owing to the presence of developing economies in the region such as China and India is majorly contributing to the regional dominance. Moreover, the presence of a large number of packaging manufacturers in China due to the easy availability of raw

materials at cheaper rates and low labour costs is further supporting segmental dominance.

### **Region with highest CAGR:**

North America is projected to have the highest CAGR over the forecast period, owing to the surge in online shopping; there is a rising demand for secure and efficient packaging solutions. Mailer packaging, known for its lightweight, protective, and customizable nature, is gaining popularity. Key factors influencing market growth include the increasing volume of parcel shipments, sustainability concerns, and the need for brand differentiation. The market is characterized by competitive dynamics as packaging providers strive to offer solutions that cater to the evolving needs of the e-commerce industry driving the market growth.

### **Key players in the market**

Some of the key players in the Mailer Packaging Market include 3M Company, Pregis LLC, Georgia-Pacific LLC, Intertape Polymer Group Inc, Mondi, Abriso Jiffy, Henkel Corporation, ProAmpac LLC, Crown Packaging Corp., WestRock Company, International Paper Company, Sonoco Products Company, Georgia-Pacific LLC, Smurfit Kappa Group, Stora Enso Oyj, Huhtamaki Oyj, Berry Global, Inc, Amcor plc, Uline Inc and The Box Co-Op

### **Key Developments:**

In January 2024, 3M announced that claimant participation in the Combat Arms Earplugs litigation settlement is on track to exceed the 98% participation threshold set forth in the settlement agreement

In November 2023, Mondi collaborates with partners to replace PolyStyrene (EPS) and lead the change on white goods packaging. Expanded PolyStyrene (EPS) microplastics are widely recognised as a significant contributor to marine plastic pollution, making up over 40% of plastic debris on Asian beaches.

In July 2023, Command™ Brand announced its first official Director of Dorm Design, Bobby Berk, who will provide style inspiration for students and young adults to help transform their space to match their current aesthetic 'era' this Back to College season and fearlessly express themselves with ease.

Products Covered:

Non-Cushioned Mailers

Cushioned Mailers

Raw Materials Covered:

Paper

Foil

Plastic

Insulations Covered:

Non-Insulated

Insulated

End Users Covered:

Manufacturing & Warehousing

E-Commerce

Shipping & Logistics

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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 3032 and 2034
- 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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