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# Packaging Inserts & Cushions Market Forecasts to 2032 – Global Analysis By Product (Insert Trays, Die-cut Inserts, Air Pillows, Bubble Wraps, Loose-fill Products and End-Caps), Material, Application, End User, and By Geography

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## Abstracts

According to Stratistics MRC, the Global Packaging Inserts & Cushions Market is accounted for $138.1 billion in 2025 and is expected to reach $207.6 billion by 2032 growing at a CAGR of 6% during the forecast period. Packaging inserts and cushions are materials placed inside packages to protect contents during handling and transportation. They are designed to absorb shocks, prevent movement, and reduce the risk of damage. Common types include foam pads, molded pulp trays, air pillows, and corrugated dividers. These components are customized to fit product shapes and provide structural support. In addition to protection, they can also enhance the presentation and organization of items within the packaging.

According to OECD projections, global trade of goods and services will rise by 3.3 percent in 2025, which was in increase of 1% growth as compared to 2023. Such consistent growth in trade activities generate the need for advanced foam packaging, which ensures safety and improves efficiency of global supply chains.

Market Dynamics:

Driver:

Surge in e-commerce and direct-to-consumer shipping

The rapid expansion of e-commerce platforms and the growing trend of direct-to-

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consumer shipments have significantly increased demand for protective packaging, including inserts and cushions. These solutions prevent product damage during last-mile delivery, enhancing customer satisfaction and brand reputation. Companies are investing in innovative cushioning designs to reduce return rates and improve unboxing experiences. Additionally, fragile and high-value goods such as electronics, cosmetics, and glassware increasingly rely on customized cushioning materials.

Restraint:

Environmental and regulatory pressures

Environmental concerns regarding the use of non-biodegradable and single-use packaging materials are restraining the growth of traditional insert and cushion products. Regulatory bodies across North America and Europe are implementing stricter guidelines to limit plastic waste and promote sustainable packaging alternatives. This is forcing manufacturers to reformulate or redesign their cushioning materials, often resulting in higher costs. The transition to eco-friendly options can also impact durability and scalability, posing operational challenges for mass-market adoption.

Opportunity:

Innovation in biodegradable and sustainable cushioning materials

The increasing demand for eco-conscious packaging solutions offers a significant growth opportunity. Companies are investing in plant-based foams, molded pulp inserts, cornstarch cushions, and recyclable paper-based alternatives that meet both protective and environmental standards. Retailers and brands aiming to align with ESG goals are switching to sustainable packaging, opening avenues for product differentiation. The rise of circular economy models and green certifications further supports the market for compostable and biodegradable cushioning systems, especially in premium and eco-aware segments.

Threat:

Volatility in raw material prices

The market faces potential threats from fluctuations in the prices of key raw materials like polyurethane, polyethylene, paper pulp, and biodegradable polymers. Unpredictable

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global supply chains, geopolitical tensions, and oil price volatility can directly impact production costs. Smaller players are particularly vulnerable to these shifts, as they may struggle to absorb sudden cost increases or pass them on to end users. This instability can erode profit margins and deter innovation across the packaging supply chain.

Covid-19 Impact:

The COVID-19 pandemic significantly impacted the Packaging Inserts & Cushions Market by accelerating the shift toward e-commerce and home deliveries. With lockdowns and social distancing norms in place, businesses across sectors rapidly transitioned to online retail, driving demand for safe, protective packaging. At the same time, supply chain disruptions and material shortages affected manufacturing timelines. However, increased consumer reliance on contactless delivery and heightened expectations for undamaged goods helped sustain strong growth in protective packaging solutions post-2020.

The insert trays segment is expected to be the largest during the forecast period

The insert trays segment is expected to account for the largest market share during the forecast period propelled by, by their widespread use in electronics, cosmetics, and fragile goods packaging. These trays provide compartmentalized protection, prevent movement, and enhance product presentation. With rising demand for aesthetically pleasing and tamper-proof packaging, insert trays are gaining preference among premium product brands. Their reusability and compatibility with sustainable materials like molded pulp and paper further support growth, especially in consumer electronics and personal care segments.

The foam-based inserts segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the foam-based inserts segment is predicted to witness the highest growth rate influenced by, their exceptional shock-absorbing and cushioning properties. Widely used for packaging delicate and high-value items such as medical equipment, glassware, and industrial tools, foam inserts ensure product integrity during transit. Innovations in biodegradable and recyclable foam materials are boosting adoption amid growing sustainability demands. Furthermore, their customizable structure and lightweight nature make them cost-effective and ideal for long-distance e-commerce logistics.

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Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, fuelled by, booming e-commerce sector, rapid urbanization, and growth in electronics and personal care manufacturing. Countries like China, India, Japan, and South Korea are major hubs for global exports, necessitating protective and efficient packaging solutions. Local consumer preferences for improved unboxing experiences and increasing awareness of product safety during delivery are also contributing to the high demand for inserts and cushioning materials.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, driven by, rising sustainability standards, innovations in bio-based cushioning, and a strong shift toward premium direct-to-consumer packaging. The U.S. and Canada are witnessing surging demand from electronics, healthcare, and subscription box industries. Additionally, the widespread adoption of smart packaging technologies and automation in packaging lines is enhancing the efficiency of inserts and cushions, accelerating regional growth in protective packaging solutions.

Key players in the market

Some of the key players in Packaging Inserts & Cushions Market include Smurfit Kappa, Sealed Air, DS Smith, Reflex Packaging Inc., Pregis LLC, Sonoco Products Company, Huhtamaki Oyj, Pro-Pac Packaging Limited, Plastifoam Company, Salazar Packaging, Inc., UFP Technologies, Inc., AFP, Inc., Green Packaging Inc., DynaCorp, Atlantic Packaging, Automated Packaging Systems, LLC, Packman Packaging Private Limited, Hanchett Paper Company, Veritiv Corporation, and Airfil Protective Packaging Ltd.

Key Developments:

In July 2025, DS Smith introduced a fully recyclable molded fiber insert engineered for high-end electronics packaging, responding to growing demand for plastic-free protective solutions in e-commerce.

In June 2025, Pregis LLC collaborated with a major U.S. appliance brand to supply its Renew™ air cushions made from 100% post-consumer recycled content, aiming to reduce carbon impact across the supply chain.

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In March 2025, Smurfit Kappa launched a proprietary algorithm-based design platform that allows customers to simulate product-drop scenarios and auto-generate optimized corrugated inserts tailored to item fragility and transit risks.

Products Covered:

- Insert Trays
- Die-cut Inserts
- Air Pillows
- Bubble Wraps
- Loose-fill Products
- End-Caps

Materials Covered:

- Foam-Based Inserts
- Paper & Cardboard Inserts
- Plastic Inserts
- Fabric & Textile Inserts
- Biodegradable & Sustainable Materials

Applications Covered:

- Shock Absorption
- Vibration Dampening

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Moisture Resistance

Anti-static Protection

Other Applications

End Users Covered:

Electronics & Appliances

Automotive & Aerospace

Healthcare & Pharmaceuticals

E-commerce & Retail

Food & Beverage

Industrial & Heavy Machinery

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

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- 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

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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

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