

# Protective Packaging - Global Market Outlook (2020-2028)

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## Abstracts

According to Statistics MRC, the Global Protective Packaging market is accounted for \$31.25 billion in 2020 and is expected to reach \$56.99 billion by 2028 growing at a CAGR of 7.8% during the forecast period. Some of the key factors propelling the market growth include increasing adoption for protective packaging across end-use industry such as food & beverage and healthcare, increasing manufacturing activities, rapid growth in demand for the conveniently packaged products, and stringent government regulation related to food & beverage product packaging quality. However, fluctuating raw materials cost is hindering the market growth.

Protective packaging offer protection to the products and prevents them these products from external environment and human carelessness. Protective packaging provides fireproofing, electrical insulation, vibration or shock dampening, and vapor or moisture protection for products. Protective packaging offers two key benefits such as reduction in damage and cost saves. In addition, protective packaging offers key benefits such as assurance through supporting and blocking, adaptable padding, void fill, protective control, surface security, and wrapping. Protective packaging is involved in various applications including electronics, pharmaceutical, and food industries. Moreover, protective packaging offers solutions, which protects various industrial machineries, products, and equipment from damage during shipping and storage.

By application, the food & beverages segment is projected to grow at the highest rate due to the high demand for food & beverage packaging as it offers durability, product protection, and extends the shelf life of the product. Protective packaging for food & beverage products reduces the possibility of product contamination & damage. It also protects products from moisture, gas, light, and temperature. Protective packaging helps to maintain the quality and consistency of food products while extending their

shelf life without the use of preservatives. Besides this, innovative concepts in the food and beverage market related to the on-demand recipes and ready-to-cook food are also strong influencers driving the growth to the market.

On the basis of geography, Asia Pacific region is expected to have considerable market growth during the forecast period, due to the large customer base for household appliances and consumer electronics, due to the growth in population in countries of this region. Countries such as China and India are predicted to witness the highest growth within the region. Manufacturers are focusing on developing low-cost protective packaging options. Rapidly growing electronics industry and e-commerce sector and increasing the demand for paper & paperboard packaging, which includes folding, corrugated board or cardboard, protective mailers and others are some of the key factors accelerating the market growth. Moreover, higher disposable income in developing countries such as India, China, and Indonesia increases the purchasing power of customers. Hence, consumer dependence on processed, pre-cooked and packed foods is likely to increase. As a result, protective packaging market has been impacted, positively.

Some of the key players in Protective Packaging Market include Smurfit Kappa Group, Winpak Ltd., DS Smith Plc, Sealed Air Corporation, Crown Holdings Inc., Cascades Inc., Sonoco Products Company, Kureha Corporation, Coveris Holdings S.A., The DOW Chemical Company, Pregis Corporation, Westrock, Intertape Polymer Group Inc., Huhtamaki Group, International Paper Company, Litco International, Inc., and Bayer AG.

#### Materials Covered:

Plastic

Foam Plastics

Paper & Paperboard

Metal

Other Materials

#### Types Covered:

Rigid Protective Packaging

Flexible Protective Packaging

Foam Protective Packaging

Other Types

Functions Covered:

Insulation

Wrapping

Blocking & Bracing

Cushioning

Void-Fill

Cold Chain Solutions

Containment

Surface Protection

Other Functions

Applications Covered:

Household Appliances

Industrial Goods

Consumer Usable

Food & Beverage

Automotive

Healthcare

Pharmaceuticals

Cosmetics

Agriculture

Durable Goods

Nondurable Goods

E-Commerce

Retail

Personal Care

Electronics

Medicines

Other Applications

**Sales Channels Covered:**

Distributor

Direct Sales

**Regions Covered:**

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

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

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