

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

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## **Abstracts**

According to Stratistics 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.

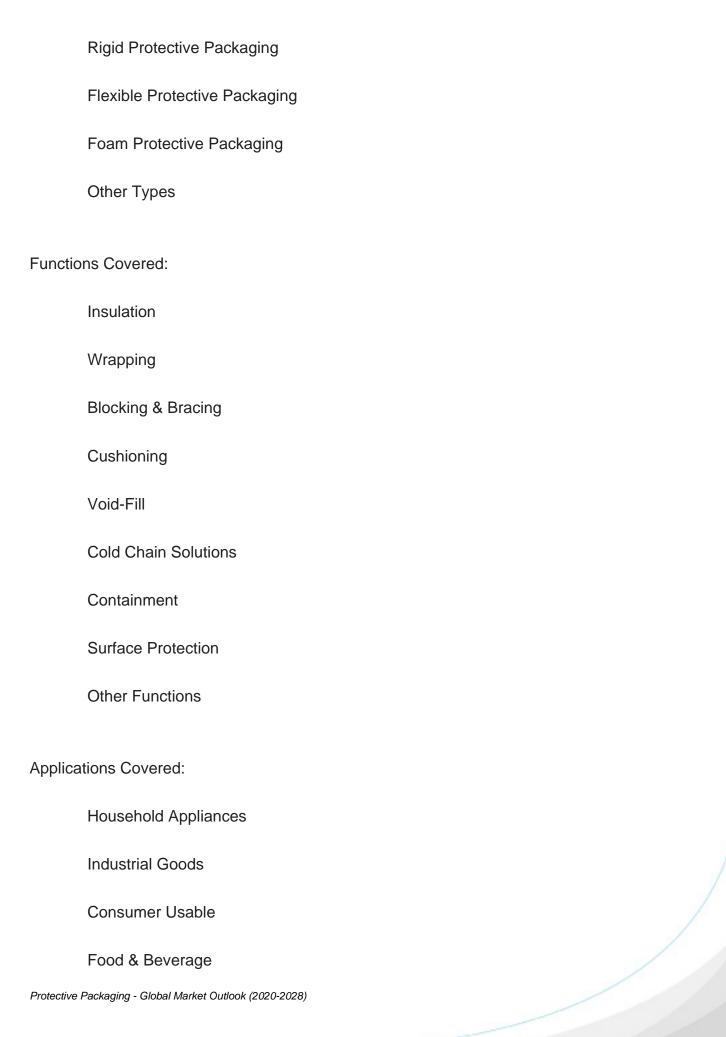
On the basis of geography, Asia Pacific region is expected to have considerable market growth during the forecast period, due to the large customer base for household appliances and consumer electronics, due to the growth in population in countries of this region. Countries such as China and India are 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.

Materia	ls Covered:
	Plastic
	Foam Plastics
	Paper & Paperboard
	Metal
	Other Materials

#### Types Covered:







Automotive

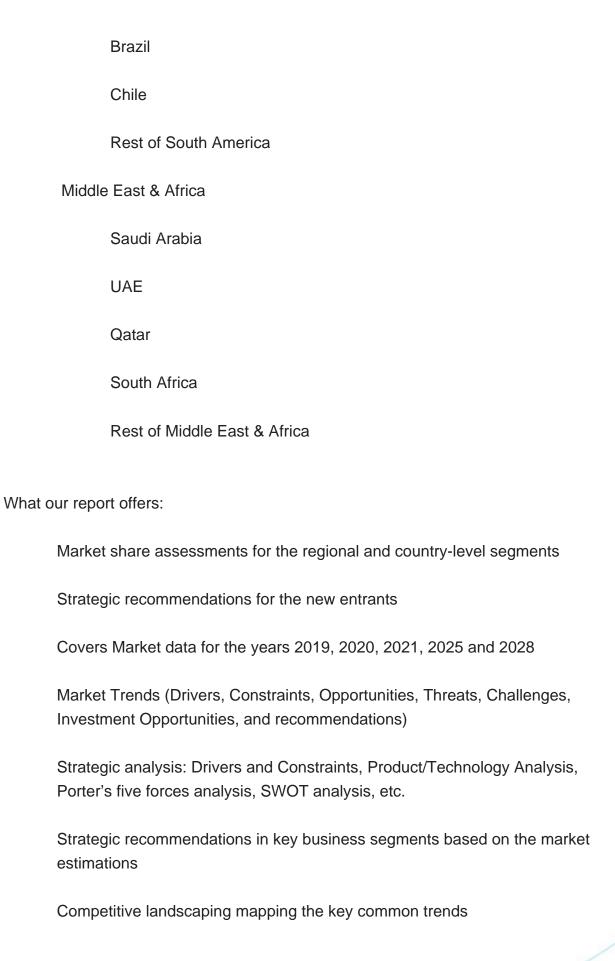
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Pharmaceuticals	
Cosmetics	
Agriculture	
Durable Goods	
Nondurable Goods	
E-Commerce	
Retail	
Personal Care	
Electronics	
Medicines	
Other Applications	
Sales Channels Covered:	
Distributor	
Direct Sales	
Regions Covered:	

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	







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SWOT Analysis of key players (up to 3)

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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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