

Stem Wrap Market Forecasts to 2030 – Global Analysis by Material (Paper-Based Stem Wrap, Plastic-Based Stem Wrap and Fabric-Based Stem Wrap), Adhesive Type, Distribution Channel, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Stem Wrap Market is accounted for \$190.4 million in 2024 and is expected to reach \$287.3 million by 2030 growing at a CAGR of 7.1% during the forecast period. Stem wrap is a material used in agriculture and horticulture to protect plant stems from damage, pests, and environmental stressors. It is usually put around the stem or trunk of plants, especially young trees, vines, or seedlings, and is made from a variety of materials such as plastic, fabric, or biodegradable films. Stem coverings encourage healthy growth while offering physical defense against inclement weather, mechanical harm, and pests. They also lessen the chance of disease transmission and provide insulation against extremely high or low temperatures. Stem wraps can also support the structure of the plant in its early growth stages or aid in securing grafts.

Market Dynamics:

Driver:

Increase in Agriculture & Horticulture Activities

The development in agriculture and horticultural activities directly drives the stem wrap market by increasing the demand for plant protection products. Products that protect plant stems from environmental harm, pests, and diseases are becoming more and more necessary as more people become involved in farming, gardening, and indoor

plant production. Because stem wraps are an affordable and effective way to preserve plants, both commercial farmers and backyard gardeners have adopted them widely, which has increased market growth.

Restraint:

High Cost of Premium Products

The high cost of premium stem wrap products hinders market growth, especially for small-scale farmers and businesses with limited budgets. These products, often made from advanced biodegradable materials, can be expensive compared to traditional alternatives. As a result, price sensitivity restricts adoption, especially in price-conscious regions. The elevated costs may limit the widespread use of premium options, slowing the transition to sustainable packaging in the agricultural sector.

Opportunity:

Innovations in Product Materials

Innovations in product materials are significantly driving the Stem Wrap Market by enhancing the performance and appeal of wraps. The development of biodegradable, eco-friendly materials attracts environmentally-conscious consumers, supporting sustainability trends. Advanced materials such as UV-resistant films and moisture-retentive fabrics improve plant protection, ensuring better growth conditions. These innovations offer increased durability, versatility, and protection for plants against extreme weather, pests, and diseases, expanding their applications and fostering growth in both commercial and personal gardening sectors.

Threat:

Seasonal Demand

The seasonal demand for stem wraps can hinder the market by causing production inefficiencies and inventory imbalances. During off-seasons, manufacturers may struggle with reduced sales, leading to underutilized resources and higher operational costs. Conversely, during peak seasons, the demand surge can overwhelm production capacity, resulting in supply shortages. These fluctuations in demand create financial instability for manufacturers and disrupt supply chain continuity, ultimately hindering consistent market growth.

Covid-19 Impact

The COVID-19 pandemic initially disrupted the Stem Wrap Market in North America due to supply chain interruptions and reduced agricultural activity. However, as demand for eco-friendly packaging solutions surged post-pandemic, the market recovered.

Increased focus on sustainable practices, coupled with a shift towards organic farming, boosted the adoption of stem wraps. The pandemic also highlighted the need for resilient, biodegradable packaging, accelerating the market's long-term growth.

The paper-based stem wrap segment is expected to account for the largest market share during the forecast period

The paper-based stem wrap segment is expected to account for the largest market share during the forecast period, due to its eco-friendly and biodegradable nature, which appeals to environmentally conscious consumers. As sustainability becomes a key consideration, paper-based wraps offer a natural alternative to plastic, reducing environmental impact. These wraps also provide excellent breathability and moisture retention, supporting plant health. The rising demand for sustainable agricultural products and organic farming is further boosting the growth of the paper-based segment in the stem wrap market.

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

Over the forecast period, the bouquet wrapping segment is predicted to witness the highest growth rate, as it creates a demand for innovative, durable, and aesthetically pleasing wrapping materials. As consumers seek environmentally friendly options, sustainable wraps made from biodegradable or recyclable materials are gaining popularity. This trend is encouraging manufacturers to focus on producing high-quality, customizable stem wraps. The increasing use of bouquet wraps in floristry, combined with rising demand for premium and eco-conscious products, further fuels market growth.

Region with largest share:

During the forecast period, Asia Pacific region is expected to hold the largest market share, because of the need for environmentally friendly and sustainable packaging options, particularly in the food and agriculture industries. Biodegradable materials are

becoming more popular for packaging as people become more conscious of environmental problems like plastic pollution. The region's growing agricultural sector also contributes to market expansion by necessitating crop protection during storage and transit. The market's growth is also aided by government support for environmentally friendly policies and technological developments.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to demand for eco-friendly and sustainable packaging solutions. Stem wraps, often used in the agricultural sector to protect stems of crops, are gaining popularity due to their biodegradability and cost-effectiveness. Increasing consumer awareness of environmental concerns, coupled with advancements in biodegradable materials, is further fueling market growth. Additionally, the rise in organic farming and the need for product differentiation are expected to drive the adoption of stem wrap solutions.

Key players in the market

Some of the key players profiled in the Stem Wrap Market include Amcor plc, Berwick Offray LLC, Chrysal International B.V., Cleveland Plant & Flower Co., Ferris Brothers, Inc., FloraCraft Corporation, Frank Adams Wholesale Florist, GBS Adhesive Tape, Hunan Famous Trading Co., Ltd., Koen Pack B.V., Markeny, Mt. Eden Floral Co., Northwest Wholesale Florists, OASIS® Floral Products, Pioneer Wholesale Co., Puli Paper Mfg. Co., Ltd., Shanghai Newera Viscid Products Co., Ltd. and Shengli Abrasive & Adhesive.

Key Developments:

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

In November 2024, Amcor plc and Berry Global Group, Inc. announced they have

entered into a definitive merger agreement, pursuant to which Amcor and Berry will combine in an all-stock transaction.

Materials Covered:

Paper-Based Stem Wrap

Plastic-Based Stem Wrap

Fabric-Based Stem Wrap

Adhesive Types Covered:

Self-Adhesive Stem Wrap

Non-Adhesive Stem Wrap

Distribution Channels Covered:

Business-to-Business (B2B)

Business-to-Consumer (B2C)

Applications Covered:

Floral Arrangements

Bouquet Wrapping

Horticulture & Gardening

Craft & DIY Projects

Other Applications

End Users Covered:

Floriculture Industry

Florists & Gift Shops

Event & Wedding Planning

Home & Garden Decor

Other End Users

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

Stem Wrap Market Forecasts to 2030 – Global Analysis by Material (Paper-Based Stem Wrap, Plastic-Based Stem Wr...

- 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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