

Stretch Wrap Market Forecasts to 2030 – Global Analysis By Product (Hand Stretch Wrap, Machine Stretch Wrap, Pre-Stretch Wrap, Specialty Stretch Wrap and Other Products), Film Type, Material, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Stretch Wrap Market is accounted for \$4.85 billion in 2024 and is expected to reach \$6.24 billion by 2030 growing at a CAGR of 8.6% during the forecast period. Stretch wrap, also known as stretch film, is a highly stretchable plastic film typically made from linear low-density polyethylene (LLDPE). It is used to tightly secure products or materials on pallets for storage and transportation. The elasticity of the film ensures it wraps around items, providing stability, protection from dust, moisture, and tampering while reducing the risk of damage during handling. Stretch wrap offers a cost-effective and efficient solution for unitizing and safeguarding goods.

According to the Federation of Indian Chambers of Commerce & Industry, the wrap packaging industry in India stood at around US \$73 billion in 2020.

Market Dynamics:

Driver:

Globalization of trade

With the rise in international trade, the need for secure, cost-effective, and efficient packaging solutions to protect products during long-distance transit becomes crucial. Stretch wrap provides an ideal solution by stabilizing products on pallets, preventing

damage from moisture, dust, and tampering. Moreover, the growth in global supply chains and e-commerce has heightened the demand for stretch wrap, as businesses seek reliable packaging to ensure product integrity throughout the distribution process, driving market expansion globally.

Restraint:

Recycling challenges

Recycling challenges in stretch wrap arise primarily from its multi-layer structure, contamination from product residues, and the use of different plastic types, making it difficult to recycle. Stretch films are typically made from low-density polyethylene (LDPE), which is not always accepted in curbside recycling programs. As a result, these films often end up in landfills, contributing to environmental concerns. The difficulty in recycling hampers market growth as consumers and industries increasingly demand sustainable packaging solutions.

Opportunity:

Increasing demand for cost-effective packaging solutions

As businesses seek to minimize costs while ensuring product protection during storage and transportation, stretch wrap offers an affordable solution due to its low material costs and ease of use. It provides excellent security against dust, moisture, and tampering, reducing the need for additional packaging layers. Furthermore, its high stretchability allows for efficient use of material, further cutting costs. This cost efficiency, combined with its versatile application across various industries, continues to propel the market's growth, especially in logistics and retail.

Threat:

Fluctuating raw material prices

Fluctuating raw material prices, particularly for polyethylene, a key component in stretch wrap production, are caused by the volatility of global oil prices, supply chain disruptions, and demand imbalances. As polyethylene is petroleum-based, price changes in crude oil directly affect the cost of production. These fluctuations create uncertainty for manufacturers, making it challenging to maintain stable pricing and profit margins. Consequently, it hampers market growth by increasing production costs.

Covid-19 Impact

The covid-19 pandemic significantly impacted the stretch wrap market, leading to increased demand for packaging materials in the e-commerce, food, and medical sectors as businesses focused on securing products for shipping and storage. However, supply chain disruptions and labor shortages hindered production and distribution. While some sectors, like logistics, saw growth, others faced slowdowns due to manufacturing shutdowns and reduced industrial activity. The market is recovering as industries adapt to new packaging needs and supply chain dynamics.

The storage protection segment is expected to be the largest during the forecast period

The storage protection segment is predicted to secure the largest market share throughout the forecast period. Stretch wrap is widely used in storage protection applications to secure goods on pallets, preventing damage during storage and transportation. Its stretchability allows it to tightly bind products, ensuring stability and safeguarding them from dust, dirt, moisture, and tampering. This versatile packaging solution is particularly effective in protecting products from external environmental factors and minimizing the risk of shifting or collapsing.

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

The consumer goods segment is anticipated to witness the highest CAGR during the forecast period. Stretch wrap is commonly used in the consumer goods sector to secure products for retail display, shipment, and storage. It provides reliable protection against damage, contamination, and tampering during transportation. Stretch wrap's cost-effectiveness and versatility make it an essential packaging solution for consumer goods manufacturers and distributors.

Region with largest share:

Asia Pacific is expected to register the largest market share during the forecast period fuelled by the booming e-commerce industry, expanding manufacturing sectors, and increased demand for cost-effective, secure packaging solutions. Rising industrial activities, particularly in logistics and food & beverage sectors, further boost market expansion. Key players in the region include Saran Wrap, Berry Global, Intertape Polymer Group, and Sigma Stretch Film. The market is also benefiting from growing

focus on sustainability, with advancements in recyclable and eco-friendly films.

Region with highest CAGR:

North America is expected to witness the highest CAGR over the forecast period driven by strong demand from e-commerce, logistics, and food & beverage industries. Additionally, there is a growing emphasis on sustainability, leading to innovations in recyclable and eco-friendly stretch films. Key players in the region include Berry Global, Intertape Polymer Group, AEP Industries, and Sigma Stretch Film. The market is expected to continue expanding due to evolving packaging needs and technological advancements in the region.

Key players in the market

Some of the key players profiled in the Stretch Wrap Market include Berry Global Inc., Amcor Plc, Sealed Air Corporation, Dow Inc., Coveris Holdings S.A., Flexpak LLC, Winpak Limited, Anchor Packaging Inc., Uflex Limited, Mondi Group, Duo Plast AG, Propak Industries, Polifilm GmbH, Seaman Paper, Sigma Plastics Group and Cortec Corporation.

Key Developments:

In November 2024, Propak Industries launched Australia's first 100 per cent post-consumer recycled (PCR) content stretch wrap. The new product is made entirely from recycled content resin, offering a circular solution for pallet security while enabling users to integrate recycled materials into their operations. The stretch wrap incorporates a traceability feature, with a QR code printed on each box. This allows customers to track the origin of the soft plastics used in its production, supporting transparency and accountability in sustainable packaging.

In March 2024, Seaman Paper launched the SeaStretch™, a patented lightweight paper-based alternative to single-use plastic stretch film used to wrap and contain shipping and storage loads. SeaStretch™ is a fully recyclable, FSC™ certified, crepe paper solution that is compatible with existing hand-wrapping, semi-automated, and automated pallet wrapping machines. SeaStretch™ is incredibly lightweight (42 gsm) and incredibly durable, stretchable, and highly resistant to tearing, making it the ideal packaging solution for pallet wrapping.

Products Covered:

Hand Stretch Wrap

Machine Stretch Wrap

Pre-Stretch Wrap

Specialty Stretch Wrap

Other Products

Film Types Covered:

Blown Stretch Film

Cast Stretch Film

Materials Covered:

Polyethylene (PE)

Polypropylene (PP)

Polyvinyl Chloride (PVC)

Polyester

Biodegradable Materials

Other Materials

Applications Covered:

Bundling

Palletizing

Wrapping

Storage Protection

Transportation

Other Applications

End Users Covered:

Food & Beverage

Pharmaceutical

Consumer Goods

Logistics & Warehousing

Electronics

Automotive

Chemical & Industrial

Construction

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
- 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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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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