

Stretch Wrapper Market Forecasts to 2032 – Global Analysis By Product (Turntable stretch wrappers, Rotary arms stretch wrappers, Orbital (horizontal) stretch wrappers and Robotic / mobile stretch wrappers), Mode of Operation, Film Type, Load Type, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Stretch Wrapper Market is accounted for \$489.4 million in 2025 and is expected to reach \$812.2 million by 2032 growing at a CAGR of 7.6% during the forecast period. A stretch wrapper is a packaging machine used to wrap products or palletized loads with stretch film to secure them for storage or transportation. It helps stabilize the load, protect it from dust, moisture, and damage, and improve handling efficiency. Stretch wrappers come in various types, including manual, semi-automatic, and fully automatic systems, depending on the operational needs and volume. The stretch film used is a highly stretchable plastic film that tightly holds items together. These machines are widely used in industries such as manufacturing, logistics, and warehousing to ensure safe and cost-effective packaging of goods for shipment.

Market Dynamics:

Driver:

Increasing Demand for Efficient Packaging

The increasing demand for efficient packaging is driving significant growth in the stretch wrapper market. As industries prioritize speed, cost-effectiveness, and product safety,

stretch wrappers offer automated solutions that reduce material waste and enhance load stability. This demand is especially strong in logistics, food and beverage, and e-commerce sectors, where consistent and secure packaging is essential. The push for sustainability and operational efficiency further accelerates the adoption of advanced stretch wrapping technologies, fueling innovation and expanding market opportunities globally.

Restraint:

High Initial Investment Costs

High initial investment costs significantly hinder the stretch wrapper market by limiting adoption, especially among small and medium-sized businesses. These upfront expenses discourage potential buyers from upgrading or purchasing advanced equipment, slowing market growth. Additionally, the high cost may lead companies to delay or avoid automation, reducing operational efficiency and competitiveness. This financial barrier restricts market expansion, innovation, and overall demand for stretch wrapping solutions.

Opportunity:

Growth in E-commerce and Retail Sector

The rapid growth of the e-commerce and retail sector has significantly driven the stretch wrapper market by increasing demand for efficient, secure, and high-volume packaging solutions. With more products shipped globally, businesses seek automated stretch wrapping systems to enhance productivity, reduce damage during transit, and streamline logistics. This surge fuels innovation in packaging technology, catering to faster fulfillment needs and sustainable practices. As online shopping continues expanding, stretch wrappers play a crucial role in meeting packaging and supply chain demands effectively.

Threat:

Maintenance and Operational Costs

Maintenance and operational costs significantly hinder the growth of the stretch wrapper market by increasing the total cost of ownership for businesses. High expenses related to equipment upkeep, repairs, and energy consumption deter potential buyers from

investing in advanced stretch wrapping solutions. These ongoing costs reduce profit margins, limit scalability, and discourage adoption of newer technologies, ultimately slowing market expansion and innovation within the packaging industry.

Covid-19 Impact

The COVID-19 pandemic significantly disrupted the stretch wrapper market, leading to a 1.6% year-over-year decline in 2020 compared to 2019. Supply chain challenges, including raw material shortages and transportation bottlenecks, hindered production and delivery. However, the surge in e-commerce and pharmaceutical demand during the pandemic spurred recovery in the latter half of 2020 and early 2021. As industries resumed operations, the market began to rebound, with expectations of sustained growth in the post-pandemic era.

The textiles segment is expected to be the largest during the forecast period

The textiles segment is expected to account for the largest market share during the forecast period, due to demand for efficient packaging solutions to protect fabric rolls during storage and transport. As textile production and exports grow, manufacturers seek reliable, cost-effective wrapping to reduce damage, enhance logistics, and maintain product quality. Stretch wrappers offer speed, consistency, and material savings, aligning with sustainability goals in the textile industry. This synergy fuels innovation and adoption of automated wrapping systems, significantly boosting the stretch wrapper market's growth and development.

The hand stretch film segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the hand stretch film segment is predicted to witness the highest growth rate, due to flexible packaging solutions for small to medium-sized businesses. Its ease of use, minimal equipment requirements, and adaptability to various load sizes make it a preferred choice in industries with lower production volumes. As demand for efficient and sustainable packaging rises, hand stretch films support operational efficiency and reduced waste, fueling broader market expansion and innovation in stretch wrapping technologies tailored for manual applications.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

share due to rapid industrialization, expanding manufacturing sectors, and increasing demand for efficient packaging solutions. Countries like China, India, and Southeast Asian nations are investing heavily in automation and logistics infrastructure, further boosting market demand. The rise of e-commerce and export activities has also fueled the need for secure and cost-effective pallet wrapping. This positive momentum highlights the region's vital role in shaping global packaging innovations and sustainability trends.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to rising demand for efficient packaging solutions across industries like food, beverage, and logistics. The growth of e-commerce and emphasis on reducing product damage during transit are fueling adoption. Technological advancements, such as automation and smart wrapping systems, enhance productivity and cost-efficiency. Additionally, increasing focus on sustainability encourages the use of eco-friendly materials and energy-efficient machines, driving further market expansion in the region.

Key players in the market

Some of the key players profiled in the Stretch Wrapper Market include Signode Industrial Group LLC, ProMach, Inc., Lantech, Robopac USA, Wulftec International Inc., Orion Packaging Systems LLC, ARPAC LLC, Phoenix Wrappers Corporation, Aetna Group S.p.A., Cousins Packaging Inc., U.S. Packaging & Wrapping LLC, Muller LCS, Berran Industrial Group, Inc., ITW Mima, Atlanta Stretch S.p.A., Messersi Packaging S.r.l., Tosa Group, Fromm Packaging Systems, Nitech IPM LLC and Yaskawa America, Inc.

Key Developments:

In March 2025, Astellas Pharma Inc. and YASKAWA Electric Corporation have entered into a strategic partnership to develop an advanced robotic cell therapy manufacturing platform. This collaboration aims to address key challenges in cell therapy production, such as process complexity, scalability, and reproducibility, by integrating robotics with pharmaceutical expertise.

In December 2020, ESAB and Yaskawa have entered into a global collaboration to develop and market a series of pre-engineered robotic welding systems named XCellerator. This partnership combines Yaskawa's expertise in robotics with ESAB's

proficiency in welding technologies to offer integrated solutions for automated welding processes.

Products Covered:

Turntable Stretch Wrappers

Rotary Arms Stretch Wrappers

Rotary Ring Stretch Wrappers

Orbital (Horizontal) Stretch Wrappers

Robotic / Mobile Stretch Wrappers

Modes Of Operation Covered:

Automatic

Semi-Automatic

Film Types Covered:

Machine Stretch Film

Hand Stretch Film

Pre-Stretched Film

High-Performance Film

Load Types Covered:

Light-Duty Loads

Medium-Duty Loads

Heavy-Duty Loads

Distribution Channels Covered:

Direct

Indirect

End Users Covered:

Food & Beverage

Consumer Goods

Pharmaceuticals

Logistics & Warehousing

Automotive

Textiles

Chemicals

Building & Construction Materials

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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