

Wrapping Tissues Market Forecasts to 2030 – Global Analysis By Material (Paper, Plastic, Foil and Other Products), Type, Design, Distribution Channel, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Wrapping Tissues Market is accounted for \$1934.47 million in 2024 and is expected to reach \$2607.22 million by 2030 growing at a CAGR of 5.1% during the forecast period. Wrapping tissues are thin, lightweight sheets of paper used to wrap and protect delicate items, such as gifts, clothing, and fragile products. They are often made from tissue paper, which is soft and pliable, allowing it to conform easily to various shapes. Wrapping tissues come in a variety of colors, patterns, and textures, making them a versatile choice for decorative and functional packaging. They are commonly used in retail, e-commerce, and personal gifting to add an elegant touch and provide a layer of protection.

According to IBEF, the Indian e-commerce market is anticipated to reach USD 200 billion by the end of 2026, from USD 38.5 billion in 2017.

Market Dynamics:

Driver:

Growing demand for sustainable packaging

Eco-friendly and recyclable wrapping tissues are in greater demand as consumers grow more ecologically conscious. In order to satisfy this need, companies are progressively implementing sustainable materials and production techniques. This shift toward sustainability has fuelled the growth of the market, as businesses strive to reduce their

environmental footprint. Consumers are prioritizing products that align with their values of environmental responsibility and sustainability.

Restraint:

Environmental concerns over paper waste

Paper waste and environmental concerns present a problem for the market for packaging tissues. The manufacture and disposal of wrapping tissues can lead to waste and deforestation, even with the quest for environmentally friendly packaging. These effects on the environment can discourage some customers from purchasing paper goods. The sector is also under pressure to create creative ways to reduce waste and enhance recycling initiatives. Thus, the market continues to face a significant challenge in juggling the demands of consumers for convenience and environmental responsibility.

Opportunity:

Expansion of E-commerce and online retail

The expansion of e-commerce and online retail presents a significant opportunity for the wrapping tissues market. With the rise of online shopping, there is an increased demand for packaging materials, including wrapping tissues. E-commerce companies seek aesthetically pleasing and protective packaging solutions to enhance the customer experience. This trend drives the need for high-quality and customizable wrapping tissues that can meet the diverse packaging requirements of online retailers. The continued growth of e-commerce is expected to further boost the demand for wrapping tissues.

Threat:

Low durability for some applications

Wrapping tissues, while versatile, may not always provide the necessary strength and protection for certain products. This limitation can result in damaged goods and dissatisfied customers. Companies must invest in research and development to improve the durability and functionality of wrapping tissues for various applications. Failure to address this issue could lead to a loss of market share to alternative packaging materials that offer better performance.

Covid-19 Impact

The COVID-19 pandemic had a significant impact on the Wrapping Tissues Market, driving increased demand for hygienic, single-use packaging across various sectors. The rise in online shopping and home deliveries during lockdowns led to greater use of wrapping tissues for protective packaging. Additionally, heightened awareness of sanitation and the need for eco-friendly solutions boosted the market. However, supply chain disruptions and fluctuations in raw material prices posed challenges, especially in the early stages of the pandemic.

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

The foiled segment is expected to account for the largest market share during the forecast period, due to increasing demand for premium and luxurious packaging in sectors like gifting and retail. Foil designs offer aesthetic appeal and added value, making products more visually attractive and enhancing the consumer experience. Additionally, the growing trend for personalized, high-end packaging for special occasions and sustainability in foil production processes contribute to the rising adoption of foiled designs.

The healthcare & pharmaceuticals segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the healthcare & pharmaceuticals segment is predicted to witness the highest growth rate, due to growing need for secure product distribution and sanitary packaging. Consumer preference for sterile, environmentally friendly packaging materials is a result of growing health and safety consciousness. The usage of wrapping tissues for packing medications, medical gadgets, and health products is also encouraged by regulatory standards for packaging as well as the expanding pharmaceutical and medical supply sectors.

Region with largest share:

During the forecast period, Asia Pacific region is expected to hold the largest market share, due to rising consumer demand for sustainable packaging, growth in the e-commerce and retail sectors, and increasing awareness of hygiene and eco-friendly products. Expanding food and beverage industries, along with government regulations promoting biodegradable materials, further boost demand. Additionally, rapid

urbanization, changing lifestyles, and premium gifting trends contribute to the market's growth, particularly in China, India, and Southeast Asia.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, driven by the growth of e-commerce, premium packaging trends, and rising demand for sustainable and biodegradable materials. Increasing consumer preference for eco-friendly and recycled paper products, along with strict environmental regulations, fuels market expansion. Additionally, the food service, retail, and gifting industries contribute to demand, while advancements in printing and customization enhance the appeal of wrapping tissues in the region.

Key players in the market

Some of the key players profiled in the Wrapping Tissues Market include City Paper Company, Detmold Group, eBPak, Flax art & design, Flower City Tissue Mills Co., Innovative Packaging Group, Inc., Janhavi Enterprises., Midwest Inkjet, MPI PAPERMILLS Inc., Nashville Wraps, Nicer Packaging, Oway USA Inc., Sakura Green Pack Ltd., Seaman Paper Co., Shah Paperplast Industries Ltd, Sofidel Group, STEWO INTERNATIONAL AG, and Twin Rivers Paper Company.

Key Developments:

In November 2023, Seaman Paper, a key manufacturer of specialty paper and other packaging solutions, were awarded the “Innovation in Sustainability Award” by the American Forest & Paper Association (AF&PA). The recognition stands as a testament to the company’s sustainability efforts.

In November 2023, Detmold Group has made a commitment to introduce solar energy to at least one new facility each year for the next three years. The company has this month installed its first 99 kW 243-panel system at its Regency Park facility, using PV Modules from Australia’s only solar panel manufacturer Tindo Solar. The new solar system at Regency Park is now live.

Materials Covered:

Paper

Plastic

Foil

Other Products

Types Covered:

Printed Wrapping Tissues

Non-Printed Wrapping Tissues

Designs Covered:

Solid Colors

Prints

Embossed

Foiled

Glitter

Other Designs

Distribution Channels Covered:

Online Retail

Supermarkets & Hypermarkets

Specialty Stores

Direct Sales

Other Distribution Channels

Applications Covered:

Gift Wrapping

Decorative Purposes

Packaging

Personal Care & Hygiene

Other Applications

End Users Covered:

Retail & E-Commerce

Food & Beverage

Cosmetics & Personal Care

Healthcare & Pharmaceuticals

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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