

# **Craft Bags Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Block Bottom, Paper Carry, Confectionery, Others), By Application (Food & Beverage Industry, Homecare & Personal Care, Healthcare, Others), By Region, By Competition, 2018-2028**

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## **Abstracts**

The Global Craft Bags Market has valued at USD 1559.52 Million in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 4.5% through 2028. The global craft bags market has experienced significant growth in recent years, driven by a surge in demand for sustainable and eco-friendly packaging solutions. As awareness regarding environmental issues continues to rise, consumers and businesses alike are increasingly opting for alternatives to traditional plastic bags. Craft bags, often made from recycled or biodegradable materials, have emerged as a preferred choice for packaging in various industries, including retail, food and beverage, and healthcare. The market is witnessing a shift towards these eco-friendly options, fueled by stringent regulations on single-use plastics and a growing emphasis on corporate social responsibility. Manufacturers in the craft bags market are innovating to meet the diverse needs of consumers, offering a wide range of designs, sizes, and materials to cater to different applications.

Furthermore, the e-commerce boom has contributed significantly to the growth of the global craft bags market. With the rise of online shopping, there is a greater demand for packaging solutions that are not only sustainable but also durable enough to protect products during transit. Craft bags, with their versatility and strength, have become a popular choice for packaging in the e-commerce sector. As the global push towards

sustainability intensifies, the craft bags market is poised for continued expansion, presenting both challenges and opportunities for businesses operating in this space.

## Market Drivers

### Rising Environmental Concerns and Sustainability Initiatives

One of the primary drivers of the global craft bags market is the increasing awareness and concern about environmental issues. As the detrimental impact of plastic pollution becomes more apparent, there is a growing push towards sustainable and eco-friendly alternatives. Craft bags, often made from recycled materials or biodegradable substances such as paper, are gaining popularity as they offer a greener alternative to traditional plastic bags. Governments and regulatory bodies worldwide are implementing stringent measures to curb the use of single-use plastics, encouraging businesses to adopt sustainable packaging solutions. This shift towards environmental sustainability acts as a major driver for the adoption of craft bags, positioning them as a key player in the broader movement towards eco-friendly packaging.

### Consumer Preference for Eco-Friendly Packaging

Changing consumer preferences play a pivotal role in shaping the craft bags market. Modern consumers are becoming more conscious of the environmental impact of their purchasing decisions. As a result, there is a growing demand for products and packaging solutions that align with their values of sustainability and environmental responsibility. Craft bags, with their eco-friendly attributes, appeal to this environmentally conscious consumer base. Businesses, in turn, are recognizing the importance of meeting these consumer expectations to enhance their brand image and loyalty. The consumer-driven demand for sustainable packaging is a significant driver propelling the growth of the craft bags market, encouraging manufacturers to develop innovative and eco-friendly solutions.

### Stringent Regulations on Plastic Usage

Governments and regulatory authorities worldwide are implementing stringent regulations to curb the usage of plastic bags due to their detrimental impact on the environment. Bans on single-use plastics, plastic bag taxes, and extended producer responsibility (EPR) regulations are becoming commonplace in various regions. In response to these regulatory measures, businesses are seeking alternatives to

traditional plastic bags, leading to an increased adoption of craft bags. The craft bags market benefits from these regulatory changes as manufacturers and businesses look for compliant and sustainable packaging solutions. This driver is likely to persist and even intensify as governments globally continue to prioritize environmental conservation and sustainable practices.

### E-Commerce Boom and Packaging Requirements

The rapid growth of the e-commerce sector has had a profound impact on the packaging industry, including the craft bags market. With the surge in online shopping, there is a heightened demand for packaging solutions that are not only environmentally friendly but also robust enough to withstand the challenges of transportation. Craft bags, with their durability and versatility, have emerged as a preferred choice for packaging in the e-commerce sector. The ability of craft bags to protect products during transit while maintaining their eco-friendly credentials makes them well-suited for the evolving needs of the e-commerce market. The continued growth of online retail is expected to sustain and further drive the demand for craft bags in the coming years.

### Innovation in Craft Bag Design and Materials

Innovation is a key driver in the craft bags market, influencing the design and materials used in crafting these bags. Manufacturers are investing in research and development to create craft bags that not only meet sustainability requirements but also offer enhanced functionality and aesthetic appeal. The market is witnessing innovations in terms of design, with customizable options, attractive prints, and branding capabilities. Additionally, advancements in materials are expanding the range of options available, including water-resistant and tear-resistant craft bags. The continuous innovation in craft bag design and materials aims to address specific industry needs, providing businesses with packaging solutions that are not only environmentally friendly but also align with their branding and functional requirements.

In conclusion, the global craft bags market is being driven by a confluence of factors, including environmental consciousness, consumer preferences, regulatory changes, the growth of e-commerce, and ongoing innovations in design and materials. As businesses adapt to these drivers, the craft bags market is likely to witness sustained growth, offering environmentally responsible packaging solutions across diverse industries.

### Key Market Challenges

## Competitive Landscape and Market Saturation

As awareness of environmental issues grows, more players are entering the craft bags market, leading to increased competition. The market is becoming saturated with various manufacturers offering similar eco-friendly packaging solutions. This intensifying competition poses challenges for both established and emerging players in terms of differentiation and maintaining market share. Companies need to invest in branding, product innovation, and strategic partnerships to stand out in the crowded marketplace. The challenge lies in finding a balance between offering competitive pricing and maintaining profitability, especially as new entrants may drive prices down to gain a foothold.

## Cost Considerations and Price Sensitivity

While there is a growing demand for sustainable packaging, businesses often face cost challenges associated with the production and adoption of craft bags. The raw materials used in crafting eco-friendly bags, such as recycled paper or biodegradable materials, can sometimes be more expensive than traditional plastic. Manufacturers need to invest in efficient production processes and economies of scale to mitigate these costs. Additionally, businesses must navigate the price sensitivity of consumers and businesses, especially in markets where cost is a primary consideration. Striking a balance between offering sustainable solutions and managing costs is a delicate challenge that requires careful planning and execution.

## Quality and Performance Concerns

Craft bags, especially those made from recycled or alternative materials, may face challenges related to quality and performance. Businesses need to ensure that craft bags meet industry standards for durability, strength, and other functional aspects. If the bags do not perform well or fail to protect products adequately, it could lead to dissatisfaction among consumers and businesses. Striking the right balance between sustainability and performance is a persistent challenge for manufacturers. Investing in research and development to improve the quality and performance of craft bags while maintaining their eco-friendly attributes is crucial to overcoming this challenge.

## Consumer Education and Awareness

Despite the increasing awareness of environmental issues, there is still a need for extensive consumer education regarding the benefits and proper disposal of craft bags.

Consumers may not fully understand the differences between various eco-friendly materials, and misconceptions about the environmental impact of certain products may persist. Businesses in the craft bags market face the challenge of educating consumers about the eco-friendly features of their products and fostering an understanding of the importance of responsible disposal and recycling. Developing effective communication strategies and collaborations with environmental organizations can help address this challenge and build a more informed and conscientious consumer base.

### Supply Chain and Raw Material Sourcing

The global nature of supply chains for craft bags introduces challenges related to the sourcing of raw materials. Manufacturers often rely on a network of suppliers for recycled paper, biodegradable polymers, or other eco-friendly materials. Disruptions in the supply chain, whether due to natural disasters, geopolitical factors, or other unforeseen events, can impact production schedules and lead to shortages. Additionally, ensuring the ethical and sustainable sourcing of raw materials is crucial for businesses committed to environmental responsibility. Balancing the need for a stable supply chain with ethical and sustainable sourcing practices is a complex challenge that requires careful management and contingency planning.

In conclusion, the global craft bags market faces challenges ranging from market saturation and competitive dynamics to cost considerations, quality concerns, consumer education, and supply chain complexities. Addressing these challenges requires a holistic approach that combines innovation, strategic planning, and a commitment to sustainability. Despite these challenges, the ongoing evolution of the craft bags market presents opportunities for businesses to differentiate themselves, contribute to environmental conservation, and meet the changing demands of consumers and regulatory requirements.

### Key Market Trends

#### Emphasis on Sustainable and Biodegradable Materials

A prominent and ongoing trend in the craft bags market is the heightened emphasis on sustainable and biodegradable materials. With increasing awareness of environmental issues, consumers are actively seeking products that align with their values of eco-friendliness. Craft bags made from recycled paper, organic materials, or biodegradable polymers have gained traction. Manufacturers are investing in research and development to explore innovative materials that not only meet sustainability criteria but

also offer enhanced performance. The use of sustainable materials not only caters to consumer demand but also aligns with regulatory measures and corporate sustainability goals, driving the adoption of eco-friendly craft bags across various industries.

### Customization and Branding Opportunities

Another notable trend in the craft bags market is the growing demand for customization and branding opportunities. Businesses are recognizing the importance of using packaging as a strategic tool for brand promotion and differentiation. Craft bags provide a versatile canvas for customization, allowing for unique designs, prints, and branding elements. This trend is particularly evident in the retail sector, where businesses use craft bags as a means to enhance brand visibility and create a memorable unboxing experience for customers. The ability to customize craft bags not only serves as a marketing tool but also allows businesses to convey their commitment to sustainability through branded packaging.

### Innovative Design and Functionality

The craft bags market is experiencing a surge in innovative designs and functional features. Manufacturers are focusing on enhancing the usability and appeal of craft bags to meet diverse consumer needs. This includes the introduction of features such as resealable closures, handles, and innovative folding mechanisms. Craft bags are no longer viewed solely as a utilitarian packaging solution; they are evolving into a platform for creativity and functionality. This trend is particularly significant in industries such as food and beverage, where packaging design plays a crucial role in influencing consumer purchasing decisions. The integration of innovative design and functionality contributes to the overall user experience and sets craft bags apart in a competitive market.

### Digital Printing Technology Integration

The integration of digital printing technology is a trend that is transforming the craft bags market. Digital printing offers flexibility in design, allowing for high-quality, detailed prints on craft bags. This technology enables businesses to create visually appealing and intricate designs, including vibrant colors and intricate patterns. Digital printing also facilitates shorter production runs, making it cost-effective for businesses to experiment with different designs and cater to niche markets. As brands increasingly prioritize unique and eye-catching packaging, the adoption of digital printing in the craft bags market continues to rise. This trend not only enhances the aesthetic appeal of craft



bags but also supports brand storytelling and consumer engagement.

### E-Commerce Tailored Solutions

The exponential growth of e-commerce has spurred a trend towards craft bags specifically tailored for online retail packaging. Craft bags are increasingly recognized as an ideal solution for the unique challenges posed by e-commerce, such as the need for durable and secure packaging. Businesses are investing in craft bags with enhanced strength, tear resistance, and protective features to ensure that products reach customers in optimal condition during transit. Additionally, the trend involves designing craft bags that are well-suited for automated packaging processes in e-commerce fulfillment centers. The e-commerce tailored craft bags trend reflects the industry's responsiveness to the evolving dynamics of retail, where packaging serves both functional and aesthetic purposes in the online shopping experience.

In conclusion, the global craft bags market is witnessing dynamic trends driven by sustainability concerns, customization demands, innovative design, technological advancements, and the evolving landscape of e-commerce. Businesses in this market are adapting to these trends to meet consumer expectations, stay competitive, and contribute to the broader shift towards eco-friendly and aesthetically pleasing packaging solutions. As the market continues to evolve, these trends are likely to shape the future of the craft bags industry, influencing product development, consumer behavior, and industry practices.

### Segmental Insights

#### Product Type Insights

The global craft bags market is experiencing a notable surge in the demand for paper carry bags, driven primarily by an increasing emphasis on sustainability and environmental consciousness. Paper carry bags have gained popularity as a preferred alternative to traditional plastic bags, owing to their biodegradability and recyclability. Businesses and consumers alike are recognizing the environmental impact of plastic pollution, leading to a growing shift towards eco-friendly packaging solutions. Paper carry bags, often made from recycled materials and derived from sustainable forestry practices, align with this global push for sustainability. Their versatility, durability, and ability to be customized make paper carry bags a preferred choice for various industries, including retail, food and beverage, and fashion.

Furthermore, the rising demand for paper carry bags is also influenced by changing consumer preferences and governmental regulations aimed at reducing the use of single-use plastics. As awareness grows about the ecological consequences of plastic waste, consumers are actively choosing products packaged in paper carry bags, contributing to the overall market growth. This trend is expected to persist and even intensify as businesses respond to consumer demands for eco-friendly packaging solutions and governments implement stricter measures to curb plastic usage.

### Application Insights

The global craft bags market is witnessing a significant upswing in demand from the food and beverage industry, driven by a combination of consumer preferences for sustainable packaging and industry-wide efforts to reduce environmental impact. As consumers become more environmentally conscious, there is a growing inclination towards businesses that adopt eco-friendly packaging solutions. Craft bags, often made from recycled or biodegradable materials, have become a favored choice for packaging in the food and beverage sector. The versatility of craft bags allows for the safe and hygienic packaging of various food items, including takeout meals, snacks, and beverages. This trend is further fueled by the industry's commitment to sustainability, with many food and beverage businesses actively seeking packaging solutions that align with their environmental responsibility goals.

Moreover, regulatory measures and governmental initiatives to curb single-use plastics have also influenced the rising demand for craft bags in the food and beverage industry. As authorities implement stricter regulations on plastic usage, businesses are exploring alternatives that not only comply with these measures but also appeal to environmentally conscious consumers. Craft bags provide a practical and eco-friendly solution for the industry's packaging needs, and their adoption is expected to continue growing as the food and beverage sector strives to balance convenience, hygiene, and sustainability in its packaging practices.

### Regional Insights

The Asia Pacific region is emerging as a key driver in the global craft bags market, experiencing a notable surge in demand for sustainable packaging solutions. The increasing awareness of environmental issues and a growing middle-class population in countries like China, India, and Southeast Asian nations are contributing to the rising demand for eco-friendly alternatives. Consumers in the Asia Pacific region are becoming more conscious of the environmental impact of packaging materials, leading



to a preference for products and brands that prioritize sustainability. As a result, businesses across various industries in the region, including retail, food and beverage, and e-commerce, are increasingly adopting craft bags made from recycled or biodegradable materials to meet this growing consumer demand for environmentally friendly packaging.

Furthermore, the Asia Pacific region is witnessing robust economic growth, urbanization, and changes in lifestyle, influencing consumption patterns and packaging preferences. The e-commerce boom in countries like China and India is also a significant factor contributing to the increased demand for craft bags, particularly in the context of online retail packaging. As the region continues to prioritize sustainable development, the demand for eco-friendly packaging solutions, such as craft bags, is expected to further accelerate, making the Asia Pacific market a focal point for growth and innovation in the global craft bags industry.

## Key Market Players

International papers

Stanpac

Kent Paper

Biopac

Genpak

Bemis Company Incorporated

Berry Plastics Corporation

Novolex

Linpac Packaging Limited

APL Packaging

Report Scope:

In this report, the Global Craft Bags Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Craft Bags Market, By Product Type:

Block Bottom

Paper Carry

Confectionery

Others

Craft Bags Market, By Application:

Food & Beverage Industry

Homecare & Personal Care

Healthcare

Others

Craft Bags Market, By Region:

Asia-Pacific

China

Japan

India

Vietnam

South Korea

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Craft Bags Market.

## Available Customizations:

Global Craft Bags Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. VOICE OF CUSTOMER**

- 4.1. Factors Influencing Purchase Decision
- 4.2. Sources of Information

### **5. GLOBAL CRAFT BAGS MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product Type Market Share Analysis (Block Bottom, Paper Carry, Confectionery, Others)

5.2.2. By Application Market Share Analysis (Food & Beverage Industry, Homecare & Personal Care, Healthcare, Others)

5.2.3. By Regional Market Share Analysis

5.2.3.1. Asia-Pacific Market Share Analysis

5.2.3.2. North America Market Share Analysis

5.2.3.3. Europe Market Share Analysis

5.2.3.4. Middle East & Africa Market Share Analysis

5.2.3.5. South America Market Share Analysis

5.2.4. By Top 5 Companies Market Share Analysis, Others (2022)

5.3. Global Craft Bags Market Mapping & Opportunity Assessment

5.3.1. By Product Type Market Mapping & Opportunity Assessment

5.3.2. By Application Market Mapping & Opportunity Assessment

5.3.3. By Regional Market Mapping & Opportunity Assessment

## **6. ASIA-PACIFIC CRAFT BAGS MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type Market Share Analysis

6.2.2. By Application Market Share Analysis

6.2.3. By Country Market Share Analysis

6.2.3.1. China Craft Bags Market Outlook

6.2.3.1.1. Market Size & Forecast

6.2.3.1.1.1. By Value

6.2.3.1.2. Market Share & Forecast

6.2.3.1.2.1. By Product Type Market Share Analysis

6.2.3.1.2.2. By Application Market Share Analysis

6.2.3.2. Japan Craft Bags Market Outlook

6.2.3.2.1. Market Size & Forecast

6.2.3.2.1.1. By Value

6.2.3.2.2. Market Share & Forecast

6.2.3.2.2.1. By Product Type Market Share Analysis

6.2.3.2.2.2. By Application Market Share Analysis

6.2.3.3. India Craft Bags Market Outlook

6.2.3.3.1. Market Size & Forecast

6.2.3.3.1.1. By Value

6.2.3.3.2. Market Share & Forecast

6.2.3.3.2.1. By Product Type Market Share Analysis



- 6.2.3.3.2.2. By Application Market Share Analysis
- 6.2.3.4. Vietnam Craft Bags Market Outlook
  - 6.2.3.4.1. Market Size & Forecast
    - 6.2.3.4.1.1. By Value
  - 6.2.3.4.2. Market Share & Forecast
    - 6.2.3.4.2.1. By Product Type Market Share Analysis
    - 6.2.3.4.2.2. By Application Market Share Analysis
- 6.2.3.5. South Korea Craft Bags Market Outlook
  - 6.2.3.5.1. Market Size & Forecast
    - 6.2.3.5.1.1. By Value
  - 6.2.3.5.2. Market Share & Forecast
    - 6.2.3.5.2.1. By Product Type Market Share Analysis
    - 6.2.3.5.2.2. By Application Market Share Analysis

## **7. NORTH AMERICA CRAFT BAGS MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Product Type Market Share Analysis
  - 7.2.2. By Application Market Share Analysis
  - 7.2.3. By Country Market Share Analysis
    - 7.2.3.1. United States Craft Bags Market Outlook
      - 7.2.3.1.1. Market Size & Forecast
        - 7.2.3.1.1.1. By Value
      - 7.2.3.1.2. Market Share & Forecast
        - 7.2.3.1.2.1. By Product Type Market Share Analysis
        - 7.2.3.1.2.2. By Application Market Share Analysis
    - 7.2.3.2. Canada Craft Bags Market Outlook
      - 7.2.3.2.1. Market Size & Forecast
        - 7.2.3.2.1.1. By Value
      - 7.2.3.2.2. Market Share & Forecast
        - 7.2.3.2.2.1. By Product Type Market Share Analysis
        - 7.2.3.2.2.2. By Application Market Share Analysis
    - 7.2.3.3. Mexico Craft Bags Market Outlook
      - 7.2.3.3.1. Market Size & Forecast
        - 7.2.3.3.1.1. By Value
      - 7.2.3.3.2. Market Share & Forecast
        - 7.2.3.3.2.1. By Product Type Market Share Analysis

#### 7.2.3.3.2.2. By Application Market Share Analysis

## **8. EUROPE CRAFT BAGS MARKET OUTLOOK**

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Product Type Market Share Analysis

#### 8.2.2. By Application Market Share Analysis

#### 8.2.3. By Country Market Share Analysis

##### 8.2.3.1. France Craft Bags Market Outlook

###### 8.2.3.1.1. Market Size & Forecast

###### 8.2.3.1.1.1. By Value

###### 8.2.3.1.2. Market Share & Forecast

###### 8.2.3.1.2.1. By Product Type Market Share Analysis

###### 8.2.3.1.2.2. By Application Market Share Analysis

##### 8.2.3.2. Germany Craft Bags Market Outlook

###### 8.2.3.2.1. Market Size & Forecast

###### 8.2.3.2.1.1. By Value

###### 8.2.3.2.2. Market Share & Forecast

###### 8.2.3.2.2.1. By Product Type Market Share Analysis

###### 8.2.3.2.2.2. By Application Market Share Analysis

##### 8.2.3.3. Spain Craft Bags Market Outlook

###### 8.2.3.3.1. Market Size & Forecast

###### 8.2.3.3.1.1. By Value

###### 8.2.3.3.2. Market Share & Forecast

###### 8.2.3.3.2.1. By Product Type Market Share Analysis

###### 8.2.3.3.2.2. By Application Market Share Analysis

##### 8.2.3.4. Italy Craft Bags Market Outlook

###### 8.2.3.4.1. Market Size & Forecast

###### 8.2.3.4.1.1. By Value

###### 8.2.3.4.2. Market Share & Forecast

###### 8.2.3.4.2.1. By Product Type Market Share Analysis

###### 8.2.3.4.2.2. By Application Market Share Analysis

##### 8.2.3.5. United Kingdom Craft Bags Market Outlook

###### 8.2.3.5.1. Market Size & Forecast

###### 8.2.3.5.1.1. By Value

###### 8.2.3.5.2. Market Share & Forecast

###### 8.2.3.5.2.1. By Product Type Market Share Analysis

#### 8.2.3.5.2.2. By Application Market Share Analysis

## 9. MIDDLE EAST & AFRICA CRAFT BAGS MARKET OUTLOOK

### 9.1. Market Size & Forecast

#### 9.1.1. By Value

### 9.2. Market Share & Forecast

#### 9.2.1. By Product Type Market Share Analysis

#### 9.2.2. By Application Market Share Analysis

#### 9.2.3. By Country Market Share Analysis

##### 9.2.3.1. South Africa Craft Bags Market Outlook

###### 9.2.3.1.1. Market Size & Forecast

###### 9.2.3.1.1.1. By Value

###### 9.2.3.1.2. Market Share & Forecast

###### 9.2.3.1.2.1. By Product Type Market Share Analysis

###### 9.2.3.1.2.2. By Application Market Share Analysis

##### 9.2.3.2. Saudi Arabia Craft Bags Market Outlook

###### 9.2.3.2.1. Market Size & Forecast

###### 9.2.3.2.1.1. By Value

###### 9.2.3.2.2. Market Share & Forecast

###### 9.2.3.2.2.1. By Product Type Market Share Analysis

###### 9.2.3.2.2.2. By Application Market Share Analysis

##### 9.2.3.3. UAE Craft Bags Market Outlook

###### 9.2.3.3.1. Market Size & Forecast

###### 9.2.3.3.1.1. By Value

###### 9.2.3.3.2. Market Share & Forecast

###### 9.2.3.3.2.1. By Product Type Market Share Analysis

###### 9.2.3.3.2.2. By Application Market Share Analysis

##### 9.2.3.4. Turkey Craft Bags Market Outlook

###### 9.2.3.4.1. Market Size & Forecast

###### 9.2.3.4.1.1. By Value

###### 9.2.3.4.2. Market Share & Forecast

###### 9.2.3.4.2.1. By Product Type Market Share Analysis

###### 9.2.3.4.2.2. By Application Market Share Analysis

##### 9.2.3.5. Kuwait Craft Bags Market Outlook

###### 9.2.3.5.1. Market Size & Forecast

###### 9.2.3.5.1.1. By Value

###### 9.2.3.5.2. Market Share & Forecast

###### 9.2.3.5.2.1. By Product Type Market Share Analysis

- 9.2.3.5.2.2. By Application Market Share Analysis
- 9.2.3.6. Egypt Craft Bags Market Outlook
  - 9.2.3.6.1. Market Size & Forecast
    - 9.2.3.6.1.1. By Value
  - 9.2.3.6.2. Market Share & Forecast
    - 9.2.3.6.2.1. By Product Type Market Share Analysis
    - 9.2.3.6.2.2. By Application Market Share Analysis

## **10. SOUTH AMERICA CRAFT BAGS MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Product Type Market Share Analysis
  - 10.2.2. By Application Market Share Analysis
  - 10.2.3. By Country Market Share Analysis
    - 10.2.3.1. Brazil Craft Bags Market Outlook
      - 10.2.3.1.1. Market Size & Forecast
        - 10.2.3.1.1.1. By Value
      - 10.2.3.1.2. Market Share & Forecast
        - 10.2.3.1.2.1. By Product Type Market Share Analysis
        - 10.2.3.1.2.2. By Application Market Share Analysis
    - 10.2.3.2. Argentina Craft Bags Market Outlook
      - 10.2.3.2.1. Market Size & Forecast
        - 10.2.3.2.1.1. By Value
      - 10.2.3.2.2. Market Share & Forecast
        - 10.2.3.2.2.1. By Product Type Market Share Analysis
        - 10.2.3.2.2.2. By Application Market Share Analysis
    - 10.2.3.3. Colombia Craft Bags Market Outlook
      - 10.2.3.3.1. Market Size & Forecast
        - 10.2.3.3.1.1. By Value
      - 10.2.3.3.2. Market Share & Forecast
        - 10.2.3.3.2.1. By Product Type Market Share Analysis
        - 10.2.3.3.2.2. By Application Market Share Analysis

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. IMPACT OF COVID-19 ON GLOBAL CRAFT BAGS MARKET**

- 12.1. Impact Assessment Model
  - 12.1.1. Key Segments Impacted
  - 12.1.2. Key Regions Impacted
  - 12.1.3. Key Countries Impacted

## **13. MARKET TRENDS & DEVELOPMENTS**

## **14. COMPETITIVE LANDSCAPE**

- 14.1. Company Profiles
  - 14.1.1. International Papers
    - 14.1.1.1. Company Details
    - 14.1.1.2. Products
    - 14.1.1.3. Financials (As Per Availability)
    - 14.1.1.4. Key Market Focus & Geographical Presence
    - 14.1.1.5. Recent Developments
    - 14.1.1.6. Key Management Personnel
  - 14.1.2. Stanpac
    - 14.1.2.1. Company Details
    - 14.1.2.2. Products
    - 14.1.2.3. Financials (As Per Availability)
    - 14.1.2.4. Key Market Focus & Geographical Presence
    - 14.1.2.5. Recent Developments
    - 14.1.2.6. Key Management Personnel
  - 14.1.3. Kent Paper
    - 14.1.3.1. Company Details
    - 14.1.3.2. Products
    - 14.1.3.3. Financials (As Per Availability)
    - 14.1.3.4. Key Market Focus & Geographical Presence
    - 14.1.3.5. Recent Developments
    - 14.1.3.6. Key Management Personnel
  - 14.1.4. Biopac
    - 14.1.4.1. Company Details
    - 14.1.4.2. Products
    - 14.1.4.3. Financials (As Per Availability)

- 14.1.4.4. Key Market Focus & Geographical Presence
- 14.1.4.5. Recent Developments
- 14.1.4.6. Key Management Personnel
- 14.1.5. Genpak
  - 14.1.5.1. Company Details
  - 14.1.5.2. Products
  - 14.1.5.3. Financials (As Per Availability)
  - 14.1.5.4. Key Market Focus & Geographical Presence
  - 14.1.5.5. Recent Developments
  - 14.1.5.6. Key Management Personnel
- 14.1.6. Bemis Company Incorporated
  - 14.1.6.1. Company Details
  - 14.1.6.2. Products
  - 14.1.6.3. Financials (As Per Availability)
  - 14.1.6.4. Key Market Focus & Geographical Presence
  - 14.1.6.5. Recent Developments
  - 14.1.6.6. Key Management Personnel
- 14.1.7. Berry Plastics Corporation
  - 14.1.7.1. Company Details
  - 14.1.7.2. Products
  - 14.1.7.3. Financials (As Per Availability)
  - 14.1.7.4. Key Market Focus & Geographical Presence
  - 14.1.7.5. Recent Developments
  - 14.1.7.6. Key Management Personnel
- 14.1.8. Novolex
  - 14.1.8.1. Company Details
  - 14.1.8.2. Products
  - 14.1.8.3. Financials (As Per Availability)
  - 14.1.8.4. Key Market Focus & Geographical Presence
  - 14.1.8.5. Recent Developments
  - 14.1.8.6. Key Management Personnel
- 14.1.9. Linpac Packaging Limited
  - 14.1.9.1. Company Details
  - 14.1.9.2. Products
  - 14.1.9.3. Financials (As Per Availability)
  - 14.1.9.4. Key Market Focus & Geographical Presence
  - 14.1.9.5. Recent Developments
  - 14.1.9.6. Key Management Personnel
- 14.1.10. APL Packaging



- 14.1.10.1. Company Details
- 14.1.10.2. Products
- 14.1.10.3. Financials (As Per Availability)
- 14.1.10.4. Key Market Focus & Geographical Presence
- 14.1.10.5. Recent Developments
- 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 15.1. Key Focus Areas
- 15.2. Target Product Type
- 15.3. Target Application

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