

# **United States Plastic Straps Market Segmented By Type (Polyester Straps, Nylon Straps, Polypropylene Straps, Others), By End User (Industrial Logistics & Warehouse, Food & Beverage, Steel, Paper, Others), By Region, Competition, Forecast and Opportunities, 2018-2028**

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## **Abstracts**

The United States Plastic Straps Market has reached a value of USD 603.25 million in 2022 and is positioned for robust growth in the forecast period, projecting a Compound Annual Growth Rate (CAGR) of 7.65% through 2028. Plastic straps, also known as strapping, serve as versatile binding materials employed for the purpose of combining, reinforcing, securing, stabilizing, or fastening objects. These straps find extensive utility across various industries, including construction, paper, cotton, and more. Plastic straps offer numerous advantages, including high tensile strength, flexibility, ease of handling, and lightweight properties, all of which contribute to the growth of the plastic strap industry. While historically dominated by the paper industry, the Plastic Straps Market is now witnessing increased demand from sectors such as consumer electronics, medical equipment, and pharmaceutical goods.

In the automotive industry, secure packaging of components is of paramount importance to prevent damage and manufacturing delays. Plastic straps play a vital role in ensuring the protection of automotive components during handling, transportation, and storage. According to the International Trade Administration (ITA), China, as the largest car market globally, anticipates automotive production to reach 35 million by 2025. Furthermore, Africa saw a 1.3% increase in passenger vehicle production, as reported by the Organisation Internationale des Constructeurs d'Automobiles (OICA). With the automotive industry embracing automated production processes, the demand

for plastic straps for packaging automotive components is set to grow, thereby driving the Plastic Straps Market.

Polyester straps, a specific type of plastic strap, are particularly favored over paper straps for packaging construction materials due to their superior flexibility, weather resistance, and ability to withstand stress loading. They are extensively utilized for packing building materials such as clay bricks, roofing tiles, plasterboards, lumber, chipboard, and plywood. Notably, the construction industry has experienced growth, with a 6.0% increase in overall construction in February 2020 compared to the previous year, as reported by the US Census Bureau. The Chinese construction sector is also forecasted to grow at a 5% annual rate in real terms between 2019 and 2023, according to the International Trade Administration (ITA). Additionally, government initiatives, including the European Construction 2020 Action Plan and Foreign Direct Investment (FDI), are driving construction and building activities in various regions. The expanding building and construction industry act as significant drivers for market expansion in the plastic strap sector.

Polyester and polypropylene, both derived from crude oil, are commonly used in the production of plastic straps. Consequently, fluctuations in crude oil prices have a direct impact on the cost of these essential fiber ingredients. As evident from the BP Statistical Review of World Energy, crude oil prices have experienced volatility, rising from \$43.73 in 2016 to \$71.31 in 2018. The fluctuating prices of polyester and polypropylene, driven by crude oil price volatility, pose a challenge for plastic strap manufacturers. The uncertainty surrounding raw material costs is expected to hinder the growth of the Plastic Straps Market during the forecast period.

In summary, plastic straps play a pivotal role in a variety of industries, offering versatility, strength, and protection for objects. With increasing demand from sectors such as automotive and construction, the Plastic Straps Market is poised for growth, despite challenges posed by fluctuations in raw material prices.

## Key Market Drivers

### Growing Demand of Plastic Straps in Food and Beverage Industry

In the food and beverage industry, securely packaging products for transportation is of utmost importance. This is where plastic straps play a vital role. These versatile straps are specifically designed to bind and secure boxes and pallets during transit, minimizing the risk of damage and ensuring that products reach their destination in optimal

condition. As the United States food and beverage trade continues to expand at a rapid pace, the demand for reliable and cost-effective strapping solutions like plastic straps has also been on the rise.

Plastic straps offer an efficient and effective solution for packaging a wide variety of food and beverage products. They are known for their lightweight nature, making them easy to handle and apply quickly and securely. This level of efficiency greatly benefits businesses in the industry, allowing them to save time and reduce labor costs, thereby driving the widespread adoption of plastic straps.

With continuous advancements in technology, automatic and semi-automatic strapping machines are becoming increasingly prevalent. These machines further enhance packaging efficiency and accuracy, contributing to the growing demand for plastic straps in the market.

One of the key advantages of plastic straps is their versatility. They can be easily customized to suit different packaging needs, available in various widths, thicknesses, and strengths. This makes them suitable for packaging a wide range of food and beverage products, ranging from canned goods and bottled drinks to fresh produce and bulk ingredients. The ability to customize straps according to specific requirements makes plastic straps an attractive choice for businesses operating in the food and beverage industry.

In recent years, there has been a significant focus on sustainability within the industry. As a result, many companies are actively seeking eco-friendly packaging solutions. In response to this demand, manufacturers have started developing plastic straps made from recycled materials or biodegradable plastics. These sustainable alternatives are gaining traction in the market, further driving the demand for plastic straps, and aligning with the industry's commitment to environmental responsibility.

### Growing Demand of Plastic Straps in Packaging Industry

Plastic straps are not only lightweight, robust, and easy to apply, but they also offer an efficient solution for a wide range of packaging needs. Their versatility allows them to be customized to suit different requirements, with varying widths, thicknesses, and strengths. This makes plastic straps suitable for securing a diverse range of packaged goods, including electronic appliances, furniture, food products, and industrial equipment.

To further enhance packaging efficiency and accuracy, technological advancements have led to the development of automatic and semi-automatic strapping machines. These machines have become instrumental in streamlining packaging operations, saving time, reducing labor costs, and increasing overall productivity. The demand for plastic straps has consequently been driven by the benefits brought forth by these innovative packaging solutions.

In addition to their efficiency and versatility, plastic straps are also witnessing an increased adoption in the packaging industry due to their adaptability. Manufacturers are able to tailor these straps to specific needs, ensuring they meet the unique requirements of each packaged item. This adaptability, combined with the ability to customize straps, has propelled their usage in a variety of packaging applications.

With a growing emphasis on environmental conservation, many companies in the packaging industry are actively seeking sustainable packaging solutions. In response to this demand, manufacturers are developing plastic straps made from recycled materials or biodegradable plastics. These eco-friendly alternatives not only help reduce the environmental impact associated with packaging but also align with consumers' increasing preference for sustainable products. As a result, the market for plastic straps is further bolstered by the availability of these environmentally conscious options.

Overall, plastic straps continue to play a vital role in the packaging industry, offering an efficient, versatile, and increasingly sustainable solution for various packaging needs.

## Key Market Challenges

### Surge in Sustainability Demands

Plastic straps, versatile and widely used in logistics, packaging, and e-commerce, have become an integral part of various industries. However, as the world grapples with the degradability of plastic and its detrimental impact on the environment, the United States Plastic Straps Market faces a significant challenge.

The issue of plastic waste has garnered increasing attention, with a critical focus on plastics production, usage, and waste generation. As a result, the plastic straps industry finds itself under mounting pressure to address these concerns and align its practices with United States sustainability goals. In order to secure a sustainable future, the industry must explore innovative solutions and embrace environmentally friendly alternatives that prioritize the well-being of our planet.

## Key Market Trends

### Growing Need of Lightweight and High-Tensile Strength

The lightweight nature of plastic straps offers several benefits that drive their demand across different sectors. For instance, their light weight makes them easy to handle and transport, reducing labor costs and increasing operational efficiency. In industries such as e-commerce and online delivery, where speed and efficiency are crucial, the use of lightweight plastic straps can significantly streamline operations.

Moreover, being lightweight reduces the overall weight of the packaged goods, which can lead to lower transportation costs. This is particularly beneficial in industries like logistics and shipping, where reducing cargo weight can result in substantial cost savings. Additionally, the reduced weight of the packaged goods can also contribute to a smaller carbon footprint, promoting sustainability and environmental responsibility.

Another key feature propelling the popularity of plastic straps is their high tensile strength. Despite their light weight, plastic straps are incredibly strong and durable, making them an ideal choice for securing and bundling heavy goods. This strength ensures that the packaged items remain intact and secure during transportation, minimizing the risk of damage or loss.

Plastic straps offer a high level of load stability and resistance to breakage, ensuring that products are securely held together during transit. This not only protects the integrity of the goods but also provides peace of mind to both businesses and customers. Additionally, the use of plastic straps with superior load stability can help optimize storage space, allowing for more efficient warehouse management.

Furthermore, plastic straps' high tensile strength makes them suitable for various applications, from securing small packages to bundling large, heavy items. This versatility further contributes to their growing demand in the market. Whether it is for securing delicate electronics or bundling construction materials, plastic straps provide a reliable and flexible solution.

In summary, the lightweight nature, high tensile strength, and load stability of plastic straps make them a preferred choice in various industries. Their ability to reduce labor costs, increase operational efficiency, lower transportation expenses, and ensure secure product transportation has led to their widespread adoption. As businesses

continue to prioritize speed, efficiency, and sustainability, the demand for plastic straps is expected to grow even further in the future.

## Segmental Insights

### Type Insights

Based on the category of type, the Polypropylene Straps segment emerged as the dominant player in the United States market for Plastic Straps in 2022. Polypropylene straps have gained popularity due to their numerous advantages. One of the key benefits is their high tensile strength, which ensures reliable and secure strapping. Additionally, polypropylene straps are lightweight and flexible, making them easy to handle and allowing for efficient application. These straps also exhibit excellent elongation properties, ensuring they can accommodate varying load sizes without compromising their integrity.

Moreover, polypropylene straps offer chemical resistance and are rustproof, making them suitable for a wide range of applications. They not only enhance the security of goods but also contribute to their aesthetic appearance. Whether used with automatic or semi-automatic strapping machines, polypropylene straps remain stable even in extreme temperature fluctuations ranging from -10 to +50 degrees Celsius.

An important aspect to consider is that polypropylene straps are often recyclable, making them an environmentally friendly choice. This sustainability factor adds to their appeal and makes them a preferred option in various regions. With all these extensive characteristics and advantages, it is expected that the demand for polypropylene-based straps will continue to rise during the forecast period.

### End User Insights

The Paper segment is projected to experience rapid growth during the forecast period. The increasing usage of plastic straps, such as nylon straps and polyester straps, in the paper industry can be attributed to several factors. One of the key reasons is the need for convenient handling and shipping of newspapers. Plastic straps, along with baling wire, are used to securely bundle items, ensuring efficient transportation. Moreover, the growing demand for plastic straps in the paper industry is driven by the increased production and distribution of magazines, print advertising, newspapers, and graphics in emerging economies. This surge in demand can be attributed to factors such as the expansion of newspaper pages and rapid urbanization during specific occasions.

Additionally, the packaging industry also utilizes newspapers and magazines, further contributing to the uptake of paper straps materials in the newspaper and graphics application segment. As a result, the demand for plastic straps in the paper industry is expected to witness substantial growth during the forecast period. The importance of plastic straps in ensuring the smooth functioning of the paper industry cannot be understated, making them a critical component in meeting the packaging and bundling requirements of this dynamic sector.

## Regional Insights

Midwest emerged as the dominant player in the United States Plastic Straps Market in 2022, holding the largest market share in terms of value. The increasing demand for plastic straps in the Midwest region can be attributed to various factors. One of the key drivers is the rising demand from the paper, electrical, and electronics industry in the region. Moreover, United States' digital economy has the potential to reach \$800 billion to \$1 trillion by 2025, fueling 18-23 percent of overall economic activity.

With the expanding electronics and paper industry in the Midwest region, the demand for packaging products is expected to increase. This, in turn, is anticipated to drive the growth of the plastic straps market during the forecast period.

## Key Market Players

Crown Holdings Inc

Messersì' Packaging Srl

Teufelberger Holding AG

Polychem Corporation

Scientex Berhad

LINDER GmbH

Mosca Direct Limited

Dubose Strapping Inc.

PAC Strapping Products Inc.

Auto Strap Transport LLC

Report Scope:

In this report, the United States Plastic Straps Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Plastic Straps Market, By Type:

Polyester Straps

Nylon Straps

Polypropylene Straps

Others

United States Plastic Straps Market, By End User:

Industrial Logistics & Warehouse

Food & Beverage

Steel

Paper

Others

United States Plastic Straps Market, By Region:

Northeast

Midwest



South

West

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Plastic Straps Market.

## Available Customizations:

United States Plastic Straps 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).

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