

Asia Pacific Cling Films Market Forecast to 2031 - Regional Analysis - by Material Type (Low Density Polyethylene, Biaxially Oriented Polypropylene, Polyvinyl Chloride, Polyvinylidene Chloride, and Others), Form (Cast Cling Film and Blow Cling Film), and End Use (Food, Healthcare and Pharmaceuticals, Consumer Goods, Industrial, and Others)

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Abstracts

The Asia Pacific cling films market was valued at US\$ 2,325.38 million in 2023 and is expected to reach US\$ 3,660.63 million by 2031; it is estimated to register a CAGR of 5.8% from 2023 to 2031.

Rising Demand for Functional Cling Films Boosts Asia Pacific Cling Films Market

Consumers increasingly seek products that offer enhanced performance features such as superior sealing capabilities, extended freshness, and increased durability. Thus, manufacturers are driven to innovate and develop advanced cling film solutions. In December 2023, Berry Global launched a new version of Omni Xtra polyethylene cling film for fresh food applications. The film provides a high-performance alternative to traditional polyvinyl chloride (PVC) cling films. Moreover, the increasing inclination toward convenience and versatility in food packaging contributes to the demand for functional cling films. With busy lifestyles and the rise of meal prepping, consumers are looking for packaging that can withstand various conditions such as refrigeration, freezing, and microwave heating. Functional cling films that meet these demands enhance user experience and expand the scope of their applications. By addressing these evolving consumer needs, functional cling films are expected to gain a broader customer base. Therefore, the rising demand for functional cling films would offer

lucrative opportunities for the cling films market during the forecast period.

Asia Pacific Cling Films Market Overview

The food & beverage market in Asia Pacific is witnessing growth due to the availability of various innovative varieties of processed and packaged food products and growing demand from the millennial population. The foodservice sector in Asia Pacific is rapidly expanding owing to rapid economic growth, improving lifestyles of consumers, growth of the tourism sector, and rising disposable income levels. Countries such as Singapore serve as a logistic hub and host the headquarters for several key buyers of food products in the region. This results in an increased production of food products, which propels the demand for cling films as a packaging material in the food industry.

The growing online retail sector for food and groceries positively impacts the demand for cling films. According to the International Trade Administration, 57% of Asian consumers predominantly use online retail for their shopping needs. This includes online shopping for grocery and food products that require cling films for packaging. Thus, the growing food industry in Asia Pacific boosts the demand for cling films across the region.

Asia Pacific Cling Films Market Revenue and Forecast to 2031 (US\$ Million)

Asia Pacific Cling Films Market Segmentation

The Asia Pacific cling films market is categorized into material type, form, end use, and country.

Based on material type, the Asia Pacific cling films market is segmented into low density polyethylene, biaxially oriented polypropylene, polyvinyl chloride, polyvinylidene chloride, and others. The low density polyethylene segment held the largest Asia Pacific cling films market share in 2023.

In terms of form, the Asia Pacific cling films market is bifurcated into cast cling film and blow cling film. The cast cling film segment held a larger Asia Pacific cling films market share in 2023.

By end use, the Asia Pacific cling films market is divided into food, healthcare and pharmaceuticals, consumer goods, industrial, and others. The industrial segment held the largest Asia Pacific cling films market share in 2023.

By country, the Asia Pacific cling films market is segmented into Australia, India, China, Japan, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific cling films market share in 2023.

Berry Global Group Inc, Cedo Ltd, Dow Inc, POLIFILM, and Mitsubishi Chemical Group Corp. are some of the leading companies operating in the Asia Pacific cling films market.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Asia Pacific cling films market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in Asia Pacific cling films market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Asia Pacific market trends and outlook coupled with the factors driving the Asia Pacific cling films market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

The List of Companies - Asia Pacific Cling Films Market

Berry Global Group Inc

Cedo Ltd

Dow Inc

POLIFILM

Mitsubishi Chemical Group Corp

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macro-economic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country level data:
 - 3.2.1 Limitations and Assumptions:

4. ASIA PACIFIC CLING FILMS MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Threat of New Entrants:
 - 4.2.2 Threat of Substitutes:
 - 4.2.3 Bargaining Power of Buyers:
 - 4.2.4 Bargaining Power of Suppliers:
 - 4.2.5 Competitive Rivalry:
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Manufacturers
 - 4.3.3 Distributors or Suppliers
 - 4.3.4 End-Use Industry
 - 4.3.5 List of Vendors in the Value Chain

5. ASIA PACIFIC CLING FILMS MARKET – KEY MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Rapid Growth in Food Industry

5.1.2 Soaring Demand from Healthcare and Pharmaceutical Industries

5.2 Market Restraints

5.2.1 Availability of Substitutes

5.3 Market Opportunities

5.3.1 Rising Demand for Functional Cling Films

5.4 Future Trends

5.4.1 Growing Focus on Eco-Friendly Cling Films

5.5 Impact of Drivers and Restraints:

6. CLING FILMS MARKET – ASIA PACIFIC MARKET ANALYSIS

6.1 Asia Pacific Cling Films Market Revenue (US\$ Million), 2021–2031

6.2 Asia Pacific Cling Films Market Forecast Analysis

7. ASIA PACIFIC CLING FILMS MARKET ANALYSIS – BY MATERIAL TYPE

7.1 Low Density Polyethylene

7.1.1 Overview

7.1.2 Low Density Polyethylene: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)

7.2 Biaxially Oriented Polypropylene

7.2.1 Overview

7.2.2 Biaxially Oriented Polypropylene: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)

7.3 Polyvinyl Chloride

7.3.1 Overview

7.3.2 Polyvinyl Chloride: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)

7.4 Polyvinylidene Chloride

7.4.1 Overview

7.4.2 Polyvinylidene Chloride: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)

7.5 Others

7.5.1 Overview

7.5.2 Others: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)

8. ASIA PACIFIC CLING FILMS MARKET ANALYSIS – BY FORM

8.1 Cast Cling Film

8.1.1 Overview

8.1.2 Cast Cling Film: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)

8.2 Blow Cling Film

8.2.1 Overview

8.2.2 Blow Cling Film: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)

9. ASIA PACIFIC CLING FILMS MARKET ANALYSIS – BY END USE

9.1 Food

9.1.1 Overview

9.1.2 Food: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)

9.2 Healthcare and Pharmaceuticals

9.2.1 Overview

9.2.2 Healthcare and Pharmaceuticals: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)

9.3 Consumer Goods

9.3.1 Overview

9.3.2 Consumer Goods: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)

9.4 Industrial

9.4.1 Overview

9.4.2 Industrial: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)

9.5 Others

9.5.1 Overview

9.5.2 Others: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)

10. ASIA PACIFIC CLING FILMS MARKET – COUNTRY ANALYSIS

10.1 Asia Pacific

10.1.1 Asia Pacific: Cling Films Market Breakdown, by Key Countries, 2023 and 2031 (%)

10.1.1.1 Asia Pacific: Cling Films Market – Revenue and Forecast Analysis – by Country

- 10.1.1.2 Australia: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
 - 10.1.1.2.1 Australia: Cling Films Market Breakdown, by Material Type
 - 10.1.1.2.2 Australia: Cling Films Market Breakdown, by Form
 - 10.1.1.2.3 Australia: Cling Films Market Breakdown, by End Use
- 10.1.1.3 China: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
 - 10.1.1.3.1 China: Cling Films Market Breakdown, by Material Type
 - 10.1.1.3.2 China: Cling Films Market Breakdown, by Form
 - 10.1.1.3.3 China: Cling Films Market Breakdown, by End Use
- 10.1.1.4 India: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
 - 10.1.1.4.1 India: Cling Films Market Breakdown, by Material Type
 - 10.1.1.4.2 India: Cling Films Market Breakdown, by Form
 - 10.1.1.4.3 India: Cling Films Market Breakdown, by End Use
- 10.1.1.5 Japan: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
 - 10.1.1.5.1 Japan: Cling Films Market Breakdown, by Material Type
 - 10.1.1.5.2 Japan: Cling Films Market Breakdown, by Form
 - 10.1.1.5.3 Japan: Cling Films Market Breakdown, by End Use
- 10.1.1.6 South Korea: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
 - 10.1.1.6.1 South Korea: Cling Films Market Breakdown, by Material Type
 - 10.1.1.6.2 South Korea: Cling Films Market Breakdown, by Form
 - 10.1.1.6.3 South Korea: Cling Films Market Breakdown, by End Use
- 10.1.1.7 Rest of Asia Pacific: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
 - 10.1.1.7.1 Rest of Asia Pacific: Cling Films Market Breakdown, by Material Type
 - 10.1.1.7.2 Rest of Asia Pacific: Cling Films Market Breakdown, by Form
 - 10.1.1.7.3 Rest of Asia Pacific: Cling Films Market Breakdown, by End Use

11. COMPETITIVE LANDSCAPE

- 11.1 Heat Map Analysis by Key Players
- 11.2 Company Positioning & Concentration

12. INDUSTRY LANDSCAPE

- 12.1 Overview
- 12.2 New Product Launch
- 12.3 Collaboration
- 12.4 Mergers & Acquisitions

13. COMPANY PROFILES

13.1 Berry Global Group Inc

- 13.1.1 Key Facts
- 13.1.2 Business Description
- 13.1.3 Products and Services
- 13.1.4 Financial Overview
- 13.1.5 SWOT Analysis
- 13.1.6 Key Developments

13.2 Cedo Ltd

- 13.2.1 Key Facts
- 13.2.2 Business Description
- 13.2.3 Products and Services
- 13.2.4 Financial Overview
- 13.2.5 SWOT Analysis
- 13.2.6 Key Developments

13.3 Dow Inc

- 13.3.1 Key Facts
- 13.3.2 Business Description
- 13.3.3 Products and Services
- 13.3.4 Financial Overview
- 13.3.5 SWOT Analysis
- 13.3.6 Key Developments

13.4 POLIFILM

- 13.4.1 Key Facts
- 13.4.2 Business Description
- 13.4.3 Products and Services
- 13.4.4 Financial Overview
- 13.4.5 SWOT Analysis
- 13.4.6 Key Developments

13.5 Mitsubishi Chemical Group Corp

- 13.5.1 Key Facts
- 13.5.2 Business Description
- 13.5.3 Products and Services
- 13.5.4 Financial Overview
- 13.5.5 SWOT Analysis
- 13.5.6 Key Developments

14. APPENDIX

14.1 About The Insight Partners

List Of Tables

LIST OF TABLES

- Table 1. Asia Pacific Cling Films Market Segmentation
- Table 2. List of Vendors
- Table 3. Asia Pacific Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
- Table 4. Asia Pacific Cling Films Market – Revenue and Forecast to 2031 (US\$ Million) – by Material Type
- Table 5. Asia Pacific Cling Films Market – Revenue and Forecast to 2031 (US\$ Million) – by Form
- Table 6. Asia Pacific Cling Films Market – Revenue and Forecast to 2031 (US\$ Million) – by End Use
- Table 7. Asia Pacific: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by Country
- Table 8. Australia: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by Material Type
- Table 9. Australia: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by Form
- Table 10. Australia: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by End Use
- Table 11. China: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by Material Type
- Table 12. China: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by Form
- Table 13. China: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by End Use
- Table 14. India: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by Material Type
- Table 15. India: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by Form
- Table 16. India: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by End Use
- Table 17. Japan: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by Material Type
- Table 18. Japan: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by Form
- Table 19. Japan: Cling Films Market – Revenue and Forecast to 2031(US\$

Million) – by End Use

Table 20. South Korea: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by Material Type

Table 21. South Korea: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by Form

Table 22. South Korea: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by End Use

Table 23. Rest of Asia Pacific: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by Material Type

Table 24. Rest of Asia Pacific: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by Form

Table 25. Rest of Asia Pacific: Cling Films Market – Revenue and Forecast to 2031(US\$ Million) – by End Use

List Of Figures

LIST OF FIGURES

- Figure 1. Asia Pacific Cling Films Market Segmentation, by Country
- Figure 2. Porter's Five Forces Analysis
- Figure 3. Ecosystem: Asia Pacific Cling Films Market
- Figure 4. Asia Pacific Cling Films Market – Key Market Dynamics
- Figure 5. Impact Analysis of Drivers and Restraints
- Figure 6. Asia Pacific Cling Films Market Revenue (US\$ Million), 2021–2031
- Figure 7. Asia Pacific Cling Films Market Share (%) – by Material Type (2023 and 2031)
- Figure 8. Low Density Polyethylene: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 9. Biaxially Oriented Polypropylene: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 10. Polyvinyl Chloride: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 11. Polyvinylidene Chloride: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 12. Others: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 13. Asia Pacific Cling Films Market Share (%) – by Form (2023 and 2031)
- Figure 14. Cast Cling Film: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 15. Blow Cling Film: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 16. Asia Pacific Cling Films Market Share (%) – by End Use (2023 and 2031)
- Figure 17. Food: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 18. Healthcare and Pharmaceuticals: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 19. Consumer Goods: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 20. Industrial: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 21. Others: Cling Films Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 22. Asia Pacific: Cling Films Market Revenue, by Key Countries, (2023) (US\$ Mn)
- Figure 23. Asia Pacific: Cling Films Market Breakdown, by Key Countries, 2023 and 2031 (%)
- Figure 24. Australia: Cling Films Market – Revenue and Forecast to 2031(US\$ Million)
- Figure 25. China: Cling Films Market – Revenue and Forecast to 2031(US\$ Million)

Figure 26. India: Cling Films Market – Revenue and Forecast to 2031(US\$ Million)

Figure 27. Japan: Cling Films Market – Revenue and Forecast to 2031(US\$ Million)

Figure 28. South Korea: Cling Films Market – Revenue and Forecast to 2031(US\$ Million)

Figure 29. Rest of Asia Pacific: Cling Films Market – Revenue and Forecast to 2031(US\$ Million)

Figure 30. Heat Map Analysis by Key Players

Figure 31. Company Positioning & Concentration

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