

Asia Pacific Wicket Mailer Envelopes and Bags Market Forecast to 2028 – COVID-19 Impact and Regional Analysis– by Material Type {Plastic [Polyethylene (PE), Polypropylene (PP), Polyethylene Terephthalate (PET), and Others] and Paper}, Product Type (Poly Wicket Bags, Paper Wicket Bags, Poly Wicket Mailers, and Paper Wicket Mailers), and End Use (Banking & Financial Services, Courier & Logistics, Retail, and Others)

https://marketpublishers.com/r/AFACB832F1AAEN.html

Date: March 2023

Pages: 116

Price: US\$ 3,000.00 (Single User License)

ID: AFACB832F1AAEN

Abstracts

The Asia Pacific wicket mailer envelopes and bags market is expected to grow from US\$ 783.10 million in 2022 to US\$ 1,052.33 million by 2028. It is estimated to grow at a CAGR of 5.0% from 2022 to 2028.

Growing Adoption of E-Commerce in Developing Countries is Driving the Asia Pacific Wicket Mailer Envelopes and Bags Market

Consumers increasingly prefer online shopping over traditional shopping as e-commerce platforms offer an enhanced shopping experience. Using e-commerce platforms, consumers can virtually shop an array of products ranging from grocery, apparel, medicines, jewelry, and footwear to stationery items of different brands. Moreover, these platforms offer heavy discounts and special offers. In addition, e-commerce platforms incorporate emerging technologies such as virtual reality, augmented reality, and artificial intelligence to improve customer experience and satisfaction. These factors are significantly driving the adoption of e-commerce across the world. India, Indonesia, and other developing countries would provide strong growth.



potential to the e-commerce industry in the coming years due to the transforming retail landscape, increasing internet and smartphone penetration, and changing consumer buying behaviour. India is one of the rapidly emerging e-commerce markets, with many international and domestic companies such as Amazon.com, Flipkart, and Snapdeal expanding their operations across the country. According to India Brand Equity Foundation (IBEF), the e-commerce sector in India received private equity investments worth US\$ 15 billion in 2021, which is 5.4 times more than the investments in 2020. Wicket bags are extensively used in the e-commerce industry for packaging fast-moving consumer goods, such as groceries, fresh fruits and vegetables, apparel, jewelry, and personal care products, to protect them from damage during transportation. Thus, the growth of the e-commerce industry in developing nations is expected to present a strong potential for the Asia Pacific wicket mailer envelopes and bags market during the forecast period.

Asia Pacific Wicket Mailer Envelopes and Bags Market Overview

The Asia Pacific wicket mailer envelopes and bags market is segmented into Australia, China, India, Japan, South Korea, and the rest of Asia Pacific. Wicket mailers and bags are highly utilized in packaging bread, fruits, ice, vegetables, baby diapers, feminine hygiene products, pharmaceuticals, etc. The growing population, rising disposable income of consumers, and economic growth of the region fuel the demand for food products, pharmaceuticals, and personal care products, thereby driving the market growth in the region. Further, the retail sector is growing rapidly in Asia Pacific. The growth of the online retail industry in Asia Pacific is attributed to the growing smartphone penetration, increasing logistics options for e-commerce players, and changing consumption behaviours of consumers due to the COVID-19 pandemic. Retailers are forming partnerships to enhance last-mile delivery solutions and supply chain automation, aiding profitability. They are investing in enhancing the in-store experience and supporting online orders. All these factors are fuelling the growth of the wicket mailers and bags market in the region. Also, there is a growing use of wicket mailer envelopes and bags in banking and financial services.

Further, the key players operating in Asia Pacific are developing high-quality and innovative products through research & development, technological advancement, and other strategies to meet the customer's requirements.

Asia Pacific Wicket Mailer Envelopes and Bags Market Revenue and Forecast to 2028 (US\$ Million)

Asia Pacific Wicket Mailer Envelopes and Bags Market Segmentation

The Asia Pacific wicket mailer envelopes and bags market is segmented into material



type, product type, end use, and country.

Based on material type, the Asia Pacific wicket mailer envelopes and bags market is bifurcated into plastic and paper. The plastics segment held the larger market share in 2022.By plastics, the market is segmented into polyethylene (PE), polypropylene (PP), polyethylene terephthalate (PET), and others.

Based on product type, the Asia Pacific wicket mailer envelopes and bags market is segmented into poly wicket bags, paper wicket bags, poly wicket mailers, and paper wicket mailers. The poly wicket bags segment held the largest market share in 2022.

Based on end use, the Asia Pacific wicket mailer envelopes and bags market is segmented into banking & financial services, courier & logistics, retail, and others. The courier & logistics segment held the largest market share in 2022.

Based on country, the Asia Pacific wicket mailer envelopes and bags market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. China dominated the market share in 2022.

Adsure Packaging Ltd; Bischof + Klein SE & Co KG; Euphoria Packaging LLP; Hanpak JSC; Mondi Plc; PAC Worldwide Corp; St. Johns Packaging Ltd; UFlex Ltd are the leading companies operating in the Asia Pacific wicket mailer envelopes and bags market.



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