

Europe 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) End Use (Banking & Financial Services, Courier & Logistics, Retail, and Others)

<https://marketpublishers.com/r/ED340371711AEN.html>

Date: March 2023

Pages: 117

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

ID: ED340371711AEN

Abstracts

The Europe wicket mailer envelopes and bags market is expected to grow from US\$ 410.97 million in 2022 to US\$ 504.95 million by 2028. It is estimated to grow at a CAGR of 3.5% from 2022 to 2028.

Rising Use of Wicket Bags in Retail Industry Drives the Growth of the Europe Wicket Mailer Envelopes and Bags Market

The global retail industry is growing at a significant pace due to growing middle class population, rising purchasing power of consumers, increasing demand for various consumer goods, and growth of organized retail sector. The lifestyle of people is changing rapidly which is influencing their buying behaviour which impacts their channel preferences and how and where they shop. These factors are driving the organized retail sector. Moreover, many developing countries are making significant investments to develop modern retail infrastructure to meet the changing requirements of consumers. In the retail industry, wicket bags are extensively used for the packaging of food and beverage items, pharmaceutical products, personal care products, and

apparel. These bags are also utilized for packaging fresh food items such as fruits, vegetables, meat, and seafood while keeping the products fresh and shelf stable. Wicket bags are strong, durable, and lightweight, and protect the products from damages caused during handling, transportation, and warehousing. Thus, the rising use of wicket bags in the retail industry significantly drives the growth of the Europe wicket mailer envelopes and bags market .

Europe Wicket Mailer Envelopes and Bags Market Overview

The Europe wicket mailer envelopes and bags market is segmented into Germany, France, Italy, the UK, Russia, and the rest of Europe. The increasing use of wicket mailer envelopes and bags in the retail, e-commerce, courier & logistics, and banking & financial services sectors drives the market growth in Europe. In the retail sector, there is a high demand for wicket bags for packaging different food products, clothes, personal care products, etc. The number of internet retailers increased dramatically during the COVID-19 pandemic. A substantial number of customers, notably in countries such as Spain, Belgium, and Italy, has been preferring online shopping. The rise of the middle-class population, growth of internet penetration, and the widespread use of social media platforms boost the online purchases of various products and services, resulting in the expansion of the e-commerce sector. The growing e-commerce sector in the region is bolstering the wicket mailer envelopes and bags market as they are used for the packaging of food products, personal care product, etc. Further, there are growing investments in logistics and warehouses. Wicket bags find applications in the courier & logistics sector. Therefore, the growing logistics industry, due to the rising demand for e-commerce and online shopping, rapid expansion the retail sector, and various government initiatives on infrastructure development, is fuelling the wicket mailer envelopes and bags market growth in Europe.

In Europe, there is a high demand for fully recyclable and sustainable packaging options. In line with this, Mondi, the UK-based company, launched EcoWicketBag for Drylock Technologies' baby diapers in December 2020. The company claimed that the new packaging would reduce CO2 footprint significantly. Mondi stated that it is supporting its customers in meeting their sustainability goals by launching a paper-based packaging solution. Such developments to meet the demand for sustainable and eco-friendly packaging options are expected to provide lucrative opportunities for the wicket mailer envelopes and bags market in Europe.

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

Europe Wicket Mailer Envelopes and Bags Market Segmentation

The Europe wicket mailer envelopes and bags market is segmented into material type, product type, end use, and country.

Based on material type, the Europe 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 Europe 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 Europe 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 Europe wicket mailer envelopes and bags market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The Rest of Europe dominated the market share in 2022.

Bischof + Klein SE & Co KG; Coveris Management GmbH; Hanpak JSC; Mondi Plc; PAC Worldwide Corp; PolyCover Ltd; St. Johns Packaging Ltd; and UFlex Ltd are the leading companies operating in the wicket mailer envelopes and bags market in the Europe region

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