

South & Central America 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 South & Central America cling films market was valued at US\$ 234.79 million in 2023 and is expected to reach US\$ 296.75 million by 2031; it is estimated to register a CAGR of 3.0% from 2023 to 2031.

Rising Demand for Functional Cling Films Fuels South & Central America 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.

South & Central America Cling Films Market Overview

The South & Central America cling films market is driven by the rapidly growing food production industry in the region. Countries such as Brazil, Argentina, Chile, and others are major contributors to the South & Central American food industry. This is owing to the rising population and increasing disposable income of the consumers. The region witnesses an increased export of food products from countries such as Brazil, Chile, and others. According to the International Trade Administration, Chile is a major exporter of fruits, salmon, poultry, and other products requiring cling film packaging. Thus, the growing food industry in South & Central America drives the demand for cling films in the region.

South & Central America Cling Films Market Revenue and Forecast to 2031 (US\$ Million)

South & Central America Cling Films Market Segmentation

The South & Central America cling films market is categorized into material type, form, end use, and country.

Based on material type, the South & Central America 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 South & Central America cling films market share in 2023.

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

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

By country, the South & Central America cling films market is segmented into Brazil,

Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America cling films market share in 2023.

Berry Global Group Inc, Dow Inc, POLIFILM, and Mitsubishi Chemical Group Corp. are some of the leading companies operating in the South & Central America 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 South & Central America 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 South & Central America 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 South & Central America market trends and outlook coupled with the factors driving the South & Central America 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 - South & Central America Cling Films Market

Berry Global Group Inc

Dow Inc

POLIFILM

Mitsubishi Chemical Group Corp

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