

Cling Films Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

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Report description:

The Cling Films Market size was valued at over USD 10,600 million in 2021, and the market is projected to register a CAGR of greater than 4% during the forecast period (2022-2027).

Due to the COVID-19 outbreak, nationwide lockdown around the world, disruption in manufacturing activities and supply chains, and production halts negatively impacted the market in 2020. However, the conditions started recovering in 2021, thereby restoring the growth trajectory of the market studied during the forecast period.

Key Highlights

Over the medium term, the increasing demand for hygienic food packaging and increasing preference for packaged food are likely to boost demand during the forecast period.

However, low resistance to extreme weather conditions is likely to restrain the market growth.

The application of bio-based cling films for sustainable food packaging is likely to act as an opportunity for market growth in the future.

Europe dominated the global market. However, Asia-Pacific is likely to witness the highest growth rate during the forecast period.

Cling Films Market Trends

Food Segment to Dominate the Market

Cling film (plastic wrap or food wrap or saran wrap, or stretch film) is a thin transparent plastic film that adheres to surfaces and to itself, used for packaging food items in containers.

Cling films are high-quality food wrap films that prevent food from insects and microbial contamination and dust, keep it fresh,

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and also minimize the risk of wastage of food by increasing its shelf life.

PVC cling films represent a sustainable choice for fresh food packaging and minimizing food waste, mainly at consumer and retail levels, where the main losses occur in developed countries.

Natural polymer-based cling films for food packaging can replace the non-biodegradable petroleum-based synthetic polymers at a low cost, thereby producing a positive effect both environmentally and economically.

LDPE has good chemical resistance, high impact strength, and strong wear absorption. It also has applications in plastic films, such as those that wrap commercial baked goods and meat and six-pack rings.

India is also one of the major consumers of packaged foods and beverages. According to the Packaging Industry Association of India (PIAI), the packaging industry is expected to grow at a rate of 22% during the forecast period.

Thus, all the abovementioned factors are likely to provide demand for cling films in the forecast period.

Asia-Pacific Region to Dominate the Market Growth

Asia-Pacific is likely to witness the highest growth demand for cling films, owing to their increasing usage in food packaging, healthcare, and consumer goods sector of emerging economies, including China, India, and Japan.

China has one of the major food industries globally. The growing population and the average per capita consumption are major drivers of the growth of the food market in the country.

Moreover, the Chinese healthcare industry is the second largest industry globally after the United States. In 2020, the health expenditure was approximately CNY 7.2 trillion, accounting for ~7.1% of the country's GDP. Thus, advancements in medical applications are expected to drive the market during the forecast period.

According to the Government of India, the Indian pharmaceutical market size is expected to reach USD 130 billion by 2030. India has provided pharmaceutical products to more than 200 countries and may continue to do so in the future. Thus, augmenting the cling films market in the country.

In India, the government is taking measures to boost the investment in its food processing industry. The government-sanctioned about 39 Mega Food Parks (MFPs) to be set up under the Mega Food Park scheme. Among these, only 18 MFPs became operational, while the others are under development. The food processing industry is expected to potentially attract an investment of around USD 33 billion by 2024. This is also expected to drive the demand for packaging and, in turn, enhance the demand for cling films in the country.

Hence, all such scenarios in the end-user industries are expected to influence the consumption of cling films in the region over the forecast period.

Cling Films Market Competitor Analysis

The cling films market is fragmented in nature, with cut-throat competition among major players to increase their share in the market studied. Some of the key players in the market (not in any particular order) include Berry Global Inc., Amcor PLC, Sigma Plastics Group, Inteplast Group, and Jindal Poly Films Limited.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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