

## **Global Sealing and Strapping Packaging Tapes Market Report and Forecast 2023-2028**

Market Report | 2023-08-19 | 148 pages | EMR Inc.

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### **Report description:**

Global Sealing and Strapping Packaging Tapes Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global sealing and strapping packaging tapes market reached a value of USD 17.7 billion in 2022. Aided by the escalating demands in the e-commerce sector and the need for secure packaging across various industries, the market is projected to further grow at a CAGR of 5% between 2023 and 2028 to reach a value of USD 23.7 billion by 2028.

Sealing and strapping packaging tapes have become indispensable in today's fast-paced world, where product safety and packaging integrity are paramount. Comprising mainly of pressure-sensitive tapes used in carton sealing and strapping, these tapes are designed to withstand various stresses during transportation and storage, ensuring that products reach consumers in pristine condition.

E-commerce, with its astronomical growth rates, is a prime driver of the sealing and strapping packaging tapes market growth. The constant online purchases made by consumers demand that goods be securely packaged to endure the rigors of transit. From electronics to apparel, every product shipped requires these robust tapes to prevent tampering, damage, or unauthorised access. Moreover, the packaging tapes are not merely about functionality; they also offer a platform for branding. With the advent of customisable tapes featuring logos, promotional messages, and other brand-related information, businesses are leveraging these tapes as a medium for passive advertising, enhancing brand visibility and recall.

Industrial applications further buoy the sealing and strapping packaging tapes market demand. Industries such as food & beverages, electronics, automotive, and pharmaceuticals emphasise secure packaging to ensure product integrity and safety. For instance, in the pharmaceutical sector, where tamper-evidence is crucial, specialised sealing tapes offer both security and traceability.

The rising concerns about environmental sustainability are also reshaping the sealing and strapping packaging tapes market size. Manufacturers are increasingly focusing on eco-friendly adhesive formulations and recyclable tape materials. Bio-based adhesives and tapes made from recycled materials are witnessing increased traction, catering to the environmentally-conscious segment of

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consumers and industries.

Innovation, nonetheless, remains at the core of the industry. With advancements in adhesive technologies and the development of tapes with higher durability, UV resistance, and moisture resistance, the sealing and strapping packaging tapes market is set to address diverse industrial needs. Furthermore, as global trade continues its upward trajectory and e-commerce platforms further entrench themselves in consumers' buying habits, the demand for reliable sealing and strapping solutions is bound to surge.

#### Market Segmentation

The market can be divided based on material, type, application, and region.

##### Market Breakup by Material

- Paper
- Polypropylene
- Polyvinyl Chloride
- Others

##### Market Breakup by Type

- Acrylic
- Rubber
- Silicone
- Others

##### Market Breakup by Application

- Carton Sealing
- Strapping and Bundling

##### Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global sealing and strapping packaging tapes market. Some of the major players explored in the report by Expert Market Research are as follows:

- Avery Dennison Corporation
- Nitto Denko Corporation
- Intertape Polymer Group Inc.
- Scapa Group PLC
- Nichiban Co., Ltd.
- 3M Company
- tesa SE
- Others

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