

Shrink Wrap Equipment - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Shrink Wrap Equipment Market size is worth USD 3.80 Billion in 2025, growing at an 9.01% CAGR and is forecast to hit USD 5.86 Billion by 2030.

Key Highlights

- Shrink packaging for consumer goods offers several benefits, including extended shelf life, ease of handling during transit and storage, reduced environmental impact due to less material usage, and enhanced product protection.
- Two primary materials are used in shrink wrapping: polyvinyl chloride (PVC) and polyolefin. While PVC is less expensive, its use is limited due to health concerns associated with its production and disposal. Polyolefin (POF) is the more prevalent and preferred shrink film, known for its durability, clarity, and FDA approval for various food applications.
- Shrink-wrapping products in trays, on pads, or bundled in polyethene film provides a cost-effective and sustainable method for transporting palletised consumer goods through distribution networks. This approach significantly reduces material costs by minimizing or eliminating the need for more expensive corrugated board packaging.
- Due to its advantages, the demand for shrink-wrap equipment is increasing across various industries. Shrink wrapping equipment offers a faster return on investment and lower energy consumption compared to other packaging methods. It also reduces production output time and packaging material usage while ensuring product safety.
- Semiautomatic shrinkwrapping tunnels are expected to see significant demand, particularly from small and medium-sized enterprises (SMEs), e-commerce logistics, and food and beverage packaging sectors. However, automatic equipment remains in high demand from large industries utilising pallet wrapping solutions.
- Shrink wrap requires specific temperature control for effective sealing and product adaptation. Excessive heat can potentially damage products. While shrink wrap provides essential protection against moisture, dust, and debris, it is less secure than other packaging options like padded envelopes, cartons, or cases. Products requiring high impact, shock, or vibration protection are

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unsuitable for shrink wrapping.

Shrink Wrap Equipment Market Trends

Food Industry to Occupy the Largest Market Share

- Shrink wrap is a popular packing solution used in e-commerce to preserve products during transit and storage. Shrink wrap packaging is vital in prolonging the shelf life of food items. When food comes into contact with air, spoilage accelerates. Shrink wrap tightly enfolds the item, effectively blocking out air and moisture, the primary culprits of decay.
- Shrink wrap is a clear and transparent packaging option that enables customers to see the product without opening the box. This is one advantage of employing shrink wrap in e-commerce. Furthermore, it protects against environmental elements like moisture, dust, and others that could harm the product.
- According to Technopak Corporation in May 2024, shrink-wrap packaging is pivotal in the food industry, safeguarding quality and freshness. This technique locks in flavors and maintains the food's texture and shape. Food-grade shrink wrap adheres to stringent health protection standards, forming an invisible shield against contamination. As manufacturers seek to cut costs without sacrificing taste or presentation, they increasingly rely on solutions like shrink wrapping-demonstrating a blend of innovation and practicality in stores globally.
- Shrink wrap also benefits from being branded and personalized with additional information, such as product specifications, UPC numbers, and safety warnings, to give buyers crucial product information. Overall, shrink wrap is a flexible and effective packaging solution that may assist e-commerce enterprises in safeguarding their products and providing customers with a polished and appealing presentation.
- Higher sales volumes translate to greater demand for packaging solutions to preserve product quality, prevent contamination, and enhance shelf life. Shrink-wrap equipment offers an efficient way to package fresh and processed foods. According to US Census Bureau, in 2023, United States supermarket and other grocery store sales amounted to about USD 846.4 billion when compared with 2019 which was USD 661.84 billion.

Asia-Pacific is Expected to be the Fastest Growing Market

- The Asia Pacific region is expected to account for a significant share of the shrink-wrap packaging system market due to the rapidly expanding end-user industries like food. There has been rapid growth in the food processing industry across the region, with countries like India concentrating on moving up the agri-value chain to derive higher profits from exports.
- The market is driven by the rising demand for consumer goods, especially in the pharmaceutical and food and beverage sectors, which need efficient packaging solutions to preserve product integrity and freshness during storage and transportation. Moreover, the expansion of e-commerce and online shopping in the region has increased the need for packaging solutions that can effectively package and safeguard goods throughout transportation.
- The expansion of retail in the region, including brick-and-mortar and e-commerce, is expected to aid the growth of Shrink Wrapping. Recent investments point to the vibrant retail ecosystem in the region.
- The ability to shrink wraps to protect products from dirt, moisture, and other damages makes them ideal for e-commerce supply chains. Shrink wraps add shelf appeal to retail items like personal hygiene products, paper goods, toys and games, gift items, and many more.
- According to the India Brand Equity Foundation, the market value of the e-commerce industry in India was USD 123 billion in 2024 and is forecasted to reach USD 163 billion in 2026. As the e-commerce industry grows, the demand for secure and attractive packaging increases. Shrink-wrap equipment offers a reliable solution to ensure products are well-protected and tamper-proof

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during shipping and handling.

- Further, according to Dunamis Machines International Pvt Ltd, the future of heat shrink wrap machines is leaning towards adopting intelligent technologies, prominently featuring IoT connectivity and AI. Such innovations promise real-time monitoring, predictive maintenance, and operational efficiency. With the ever-evolving market demands, the capability to tailor machine settings for diverse products and film types is becoming paramount. Anticipating this trend, future machines are expected to provide enhanced versatility, catering to a broader spectrum of packaging requirements.

Shrink Wrap Equipment Industry Overview

The shrink wrap equipment market is highly competitive and has several major players. Players in the market adopt strategies like product innovations, partnerships, mergers, and acquisitions to increase their footprint globally. Some of the major companies in the shrink wrap equipment market include U.S. Packaging & Wrapping LLC, MSK Verpackungs-Systeme GmbH, Standard-Knapp, Inc., and among others.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

- 4.1 Market Overview
- 4.2 Industry Value Chain Analysis
- 4.3 Industry Attractiveness - Porter's Five Force Analysis
 - 4.3.1 Bargaining Power of Suppliers
 - 4.3.2 Bargaining Power of Buyers/Consumers
 - 4.3.3 Threat of New Entrants
 - 4.3.4 Intensity of Competitive Rivalry
 - 4.3.5 Threat of Substitute Products

5 MARKET DYNAMICS

- 5.1 Market Driver
 - 5.1.1 Increase in E-Commerce and Retail Business Trends to Drive the Market
 - 5.1.2 Rise in Demand for Product Protection and Preservation
- 5.2 Market Restraint
 - 5.2.1 High Initial Cost and Maintenance

6 MARKET SEGMENTATION

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- 6.1 By End-User Industry
 - 6.1.1 Food
 - 6.1.2 Beverages
 - 6.1.3 Pharmaceutical
 - 6.1.4 Industrial
 - 6.1.5 Logistics
 - 6.1.6 Other End-User Industries
- 6.2 By Geography
 - 6.2.1 North America
 - 6.2.2 Europe
 - 6.2.3 Asia
 - 6.2.4 Latin America
 - 6.2.5 Middle East and Africa

7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles
 - 7.1.1 Texwrap Packaging Systems LLC (Pro Mach Inc.)
 - 7.1.2 Standard-Knapp, Inc.
 - 7.1.3 Aetna Group S.P.A.
 - 7.1.4 U.S. Packaging & Wrapping LLC
 - 7.1.5 Conflex Incorporated
 - 7.1.6 PAC Machinery Group
 - 7.1.7 Douglas Machine Inc.
 - 7.1.8 Lachenmeier ApS
 - 7.1.9 PDC International Corp.
 - 7.1.10 MSK Verpackungs-Systeme GmbH

8 FUTURE OUTLOOK OF THE MARKET

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