

Air Cushion Packaging Market Research Insights with Upcoming Trends Segmentation, Opportunities and Forecast to 2027

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/EINPresswire.com/ -- [Global Air Cushion Packaging Market](#) is estimated to grow at a CAGR of more than 5% during the forecast period 2021-2027.

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A corrugated box and a plastic film bag that has been inflated with air make up air cushion packing, which is a dual material solution. This packaging creates a highly efficient travel pack by fusing the lightweight performance of air cushions with the supply chain efficiency of corrugated. Several industries, particularly the food, beverage, and cosmetic sectors, frequently employ packaging like this to safeguard and assemble end-user products during storage.



Market Dynamics

Since there is air filling the area between the product and its exterior packaging, the air cushion packaging offers the product additional protection. As a result, the demand for portable, lightweight packaging is the main factor driving the market's expansion. Air cushions decrease the need for additional attachments while providing high flexibility in various packaging goods as a flexible packaging solution. With the expansion of the food and consumer goods industries on a global scale, the need for cushion packaging is rising. As a result, the market for air cushion packing will continue to rise significantly.

As packaging options that improve product transportation safety by providing void filling, blocking, bracing functionality, and corner protection continue to gain popularity, air cushions will remain in high demand. Also, these solutions offer a number of advantages like portability, lightweight, less storage space, and ease, which have a favorable impact on market demand.

The packaging industry is expanding as a result of rising demand for sustainable packaging options and an increasing market for biodegradable air cushions. Air cushion packing will increase in Asia-Pacific during the projection period as a result of the region's expanding retail market, contemporary shopping habits, and retailers' efforts to boost logistics and distribution efficiency.

Notwithstanding these advantages, the expensive cost of producing air cushions could limit market expansion.

Segmentation Summary

Function Segment Analysis

In 2020, the void-filling market segment held the majority of the revenue of the air cushion packaging industry. In order to fill the void between the product and the outer container and stop the product from moving around and getting damaged, air cushion packing is used. The packaging covers empty spaces of lightweight items without adding weight or raising shipping costs. The consumer goods, electronics, and food and beverage industries have all seen an increase in the desire for void filling. The global expansion of air cushion packing is due to the rising demand for cosmetics and personal care items.

End-User Segment Analysis

In 2020, the consumer electronics segment maintained a leading position in the global air cushion packaging industry due to an increase in online product sales made possible by different e-commerce websites. Due to their fragility, electronics require a lot of packaging, which directly affects the demand for air cushion packaging options.

On the flip side, the beauty and personal care segment will see a rapid rise in CAGR in the global air cushion packaging industry from 2021 to 2027. The cosmetic and personal care industry is currently growing by intense competition due to a large number of existing companies and recent market entrants. In marketing these goods, the packaging is crucial. The demand for the air cushion packaging sector has grown as online retailers have become customers' preferred choice for purchasing cosmetics and personal care items.

Regional Analysis

The Asia Pacific acquired a maximum share of the global air cushion packaging industry owing to aspects such as changes in consumer behavior, e-commerce adoption, increasing disposable incomes, and increased use of consumer electronics. Players in the global market are diversifying their product offerings and increasing their regional reach to strengthen their market positions. The Asia Pacific region will offer significant growth opportunities as the industry expands. Multinational corporations from the west are drawn to the east by the

favorable labor laws, strong backing from the government, and simple access to raw materials. These elements result in low manufacturing expenses and lower final product prices. These variables have also increased the demand for safer packaging options, like air cushions, which has increased online product sales.

North America is likely to grow at a rapid pace in the coming years. This tendency seems to have been influenced by rising e-commerce sales and consumers' preference for safer and more practical transit options. The U.S.'s preference for ordering food and drinks through online shopping applications has been noted, which has increased demand for air cushion packaging.

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Leading Players

Some of the well-known competitors in the global air cushion packaging market are:

Sealed Air Corp

Abriso N.V.

Guangzhou PackBest Air Packaging Co. Ltd.

Shandong Xinniu

Smurfit Kappa Group

Airfil Protective Packaging

Pregis

3G Packaging Corp.

Atlantic Packaging

Other Prominent Players

Segmentation Outline

The global air cushion packaging market segmentation focuses on Form, Function, Color, End-User, and Region.

By Form

Air Tubes

Air Bubble

Air Pillows

Air Bags

By Function

Void Fill

Blocking & Bracing

Wrapping

Edge Protection

Cushioning

Others

By Color

Green

White

Blue

By End-User

Consumer Electronics

E-commerce

FMCG Manufacturing

Home Furnishing

Logistics (Transport, Shipping, and Warehousing)

Personal Care & Cosmetics

Pharmaceuticals

Retail

Others

By Region

North America

The U.S.

Canada

Mexico

Europe

Western Europe

The UK

Germany

France

Italy

Spain

Rest of Western Europe

Eastern Europe

Poland

Russia

Rest of Eastern Europe

Asia Pacific

China

India

Japan

Australia & New Zealand

South Korea

ASEAN

Rest of Asia Pacific

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of MEA

South America

Argentina

Brazil

Rest of South America

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