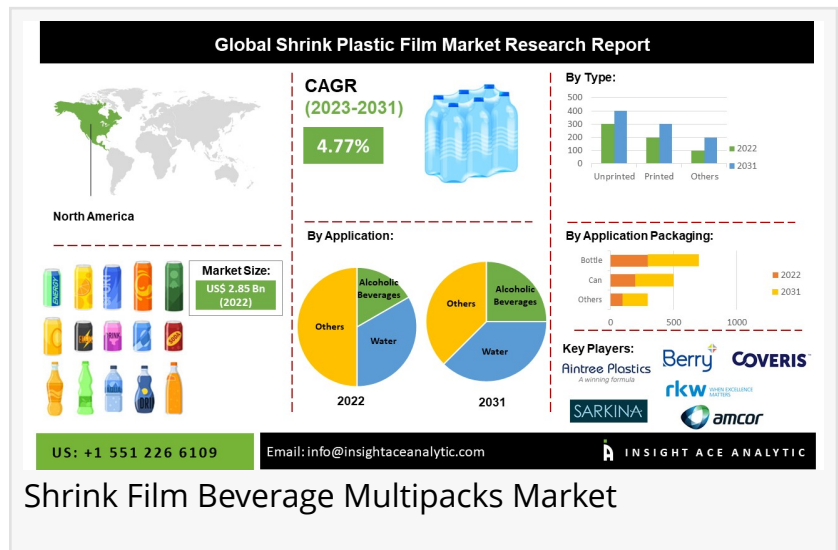


Shrink Film Beverage Multipacks Market | Exclusive Report with Detailed Study Analysis

Steadily rising demand for mineral water & carbonated beverages, water & carbonated soft drinks make up largest portion of overall shrink film packaging demand

NEW JERSEY, SATTE NJ, USA, March 16, 2023 /EINPresswire.com/ -- InsightAce Analytic Pvt. Ltd. announces the release of a market assessment report on the "Global Shrink Film Beverage Multipacks Market Size, Share & Trends Analysis Report By Application

(Alcoholic Beverages, Water, Carbonated Soft Drinks, And Other Drinks), Type (Unprinted And Printed), Multipack (3x2, 4x2, 4x3, 6x3) And Application Packaging (Cans, Bottles And Brick)-Market Outlook And Industry Analysis 2031"



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Global Shrink Film Beverage Multipacks Market is estimated to reach over USD 4.29 billion by 2031, exhibiting a CAGR of 4.77% during the forecast period.”

Insightace Analytic

Multipacks are typically used to bundle together a number of bottles or containers so that they can be sold as a single item. They are used in the process of packing a variety of containers, including those for alcoholic beverages, soft drinks, and dairy goods of various shapes and sizes. By using less plastic, this kind of packaging also helps to protect the environment, which in turn increases demand for shrink films for beverage multipack applications. Small new firms, as well as well-established competitors, govern

and manage this market. Many different types of beverages can be packaged using shrink film for beverage multipacks.

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The beverage's taste and look can be preserved while simultaneously being protected from harm

by this coating. There are numerous other uses for Shrink Film for Beverage Multipacks, including food packaging. Can, bottle, and brick are the three main application types for shrink film used in beverage multipacks. Due to the steadily rising demand for mineral water and carbonated beverages, water and carbonated soft drinks make up the largest portion of the overall shrink film packaging demand. Additionally, a variety of bottle wrapping designs have been produced, which significantly contributes to the market's expansion.



Water and soft drinks are typically packaged in bottles before supplementary packaging, such as shrink film, is added. The most popular material for this type of packaging is polyolefin because it degrades naturally but slowly over time. In all industries, printed shrink wrap film is still gaining ground, particularly in retail point-of-sale.

Recent Developments:

- In June 2019, Coveris Holdings SA (Austria) confirmed that it had bought 100% of the shares of Dorset, UK-based Amberley Adhesive Labels Ltd.
- In June 2019, Amcor Plc (Switzerland), which purchased Bemis Company Inc. (US), did so to increase its market share in the US.

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List of Prominent Players in the Shrink Film Beverage Multipacks Market:

- Amcor Plc (Switzerland)
- Coveris Holdings Sa (Austria)
- Ceisa Semi (France)
- Clondalki Group (The Netherlands)
- RKW Group (Germany)
- Berry Global Inc (US)
- Plastotecnica SpA (Italy)
- Clearpack group (Singapore)
- Sarkina (US)

- Baroda Packaging (India)
- Brentwood Plastic, Inc (US)
- Aintree Plastics Ltd. (UK)
- Elite Plastics Ltd. (UK)
- Xinjiang Rival Tech Co.Ltd (China)
- Poly-Pack Verpackungs-GmbH & Co.KG (Germany)
- Huan Yuan Plastic Film Co.Ltd (China)
- Jiangyin Bairuija Plastics Science & Technology Co., Ltd. (China)
- Allied Propack Pvt. Ltd (China)
- Don Polymer (Russia)
- Sandeep Polymers (India)

Market Dynamics:

Drivers-

The trend is mostly driven by an increase in alcohol consumption in China and India, which may be attributed to the alcohol industry's strong marketing efforts and rising income levels in these nations. The market for beverage multipacks shrinks plastic film benefits from this trend as well. Multipacks are finding a market due to rising demand. The two main variables affecting the consumption of beer and other alcoholic beverages are the enormous increase in the world population and the rising disposable income. The high commercialization and bolstered distribution networks used by producers of alcoholic beverages as well as the buying channels used, like online stores, are further motivating factors. The consumption of alcoholic beverages has also increased as a result of rising per capita income and rising youth disposable income.

Challenges:

European Regulation (EC) 1935/2004 will force packaging companies to use high-quality packaging materials because they frequently come into contact with products like food, medications, or personal care items that have a direct impact on consumer health.

As a result, a comprehensive toxicological analysis test must be carried out by the packaging manufacturer. It costs a lot to take the test. Testing costs for plastics and other materials grow as migration increases. Automated testing apparatus provides quick and accurate results. However, because of the pricey instruments, testing becomes more expensive. End-user businesses have been reluctant to test the packaging due to the high costs associated with doing so, failing to comply with the essential regulatory requirements. Shrink plastic film becomes more expensive as a result of the high expenses related to testing, making it difficult for producers to compete in the market. High-end technologies, including atomic absorption spectroscopy, gas chromatography, FTIR, HPLC, and others, are used to effectively evaluate shrink plastic films.

Regional Trends:

North America dominated the market for beverage multipack shrink film. The expansion of the region's industrial sector is predicted to result in an increase in the demand for shrink film for

beverage multipack materials. Major market players are primarily concentrating on R&D initiatives and new product developments to suit consumer needs. Additionally, the growth of the petrochemical sector will have a direct impact on the need for shrink film for beverage multipacks for the foreseeable future.

The APAC region is predicted to experience the quickest market growth throughout the projection period. The demand for attractive packaging in the beverage industry is on the rise, as are sales of multi-bottle packages. These trends are driving the shrink film market.

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Segmentation of [Shrink Film Beverage Multi Packs Market](#)-

By Application

- Alcoholic Beverages
- Water
- Carbonated Soft Drinks
- Other Drinks

By Type

- Unprinted
- Printed

By multipack

- 3x2
- 4x2
- 4x3
- 6x3
- Other multipack sizes

By Application Packaging-

- Can
- Bottle
- Brick

By Region-

North America-

- The US

- Canada

- Mexico

Europe-

- Germany

- The UK

- France

- Italy

- Spain

- Rest of Europe

Asia-Pacific-

- China

- Japan

- India

- South Korea

- Southeast Asia

- Rest of Asia Pacific

Latin America-

- Brazil

- Argentina

- Rest of Latin America

Middle East & Africa-

- GCC Countries

- South Africa

- Rest of Middle East and Africa

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