

# Skin Packaging Market to Reach \$15.9 Billion by 2034, Driven by Food Sector Applications

*Premium skin packaging solutions attract high-end consumers, particularly in food, beverages, and luxury goods sectors, states Fact.MR*

ROCKVILLE, MD, UNITED STATES, December 4, 2024 /EINPresswire.com/ -- According to Fact.MR, a market research and competitive intelligence provider, the global [skin packaging market](#) is estimated to reach a valuation of US\$ 10.6 billion in 2024 and is expected to grow at a CAGR of 4.1% during the forecast period of 2024 to 2034.



The global market for skin packaging has played a very important role in the packaging industry, uniquely offering an exotic solution with a thin plastic film vacuum-sealed over a product on paperboard or plastic backing. Such packaging leaves little to no movement of the product as it creates a tight second-skin effect, enhancing product presentation while providing excellent protection.

The market is experiencing tremendous growth due to several significant factors. The food and beverage segment, particularly the meat and seafood sector, constitutes the largest application area as skin packaging can help extend shelf life and maintain the freshness of products. The growth of the retail sector's demand for attractive, tamper-evident packaging solutions has further hastened the growth of the market.

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The consumer demand for convenience foods and ready-to-cook meals increases the adoption of skin packaging as it provides high visibility, protection, and portion control. Pharmaceutical and consumer goods industries are also increasingly adopting skin packaging for medical devices, electronics, and industrial parts.

## Key Takeaways from the Market Study

The global skin packaging market is projected to grow at 4.1% CAGR and reach US\$ 15.9 billion by 2034. The market created an opportunity of US\$ 5.3 billion between 2024 to 2034.

North America is a prominent region that is estimated to hold a market share of 23.9% in 2034. Predominating market players include Amcor Ltd, Flexopack S.A. & Grief Inc.

Non-carded skin of skin packaging is estimated to grow at a CAGR of 4.1% creating an absolute \$ opportunity of US\$ 3.3 billion between 2024 and 2034. Food packaging under the segment of application type is expected to reach around US\$ 4.8 billion by 2024.

“Technological advancements enabling better material performance and cost-effective manufacturing solutions” says a Fact.MR analyst.

## Development by Market Players in the Skin Packaging Market

Berry Global Inc.: August 2024, Berry Global unveiled plans for a tax-free separation of a sizable chunk of its Health, Hygiene and Specialties segment. This particular route of action is taken to encourage operational efficiencies and concentrate on the more profitable products in the division, which is known as Flexibles, previously Engineered Materials.

G. Mondini S.p.A.: December 2023, G. Mondini partner with Graphic Packaging International to enhance the PaperSeal™ fiber trays. This initiative is part of their commitment to environmentally friendly packaging solutions for both fresh and ready to consumption food products.

Dow Chemical Company: November 2023, the company has setup new eco-efficient solutions targeted to mitigate the excess plastic waste. This is in line with many sustainability objectives across the globe, as well as increasing consumer desire to have green packaging materials within the business.

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## Market Dynamics

Customers today want simplicity of use, respect for the environment, and the ability to view the product clearly before making a purchase, which is the fundamental reason for the visible shift occurring in the food packaging industry. Skin packaging has gained particular popularity because it finds a balance between presentation and protection, which is typically all that customers and merchants desire.

In keeping with the worldwide drive to reduce plastic consumption, businesses are putting more effort into creating green materials as a result of the trend toward sustainability among consumers. The growth of e-commerce has led to a greater demand for effective packaging that safeguards the goods while remaining robust throughout transportation. Smart packaging systems and other technologies that use QR codes to track items or provide freshness warnings are becoming more and more popular as a result of this trend.

Crops will have a higher chance of obtaining a competitive edge in the ever-changing globe and rising customer and legal demands by implementing modern materials and methods, especially given the skin packaging market's continuous rise. For those stakeholders hoping to expand their market share and streamline their operations, this will be especially crucial.

High initial investment is necessary to limit market expansion

In the worldwide skin packaging industry, high initial investment capital requirements represent a major growth obstacle. The expenses of cutting-edge equipment, technology, and environmentally friendly skin packaging materials are relatively costly, particularly for startups and smaller businesses.

The cost of creating eco-friendly materials is rising due to stricter environmental restrictions, and businesses find it difficult to defend the investment if profits are unclear or take a long time to materialize. Furthermore, it necessitates significant investments in R&D and quality control due to the high requirements of quality across a wide range of applications, from industrial items to food. Consequently, market growth in the cost-sensitive area would be limited.

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[Stationery Market](#) It is anticipated that the value of the worldwide stationery market will reach USD 27.3 billion in 2024 and reach USD 43.6 billion by 2034, growing at an astounding CAGR of 4.8%.

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Contact:

US Sales Office:  
11140 Rockville Pike  
Suite 400  
Rockville, MD 20852  
United States  
Tel: +1 (628) 251-1583  
Sales Team : sales@factmr.com

S. N. Jha  
Fact.MR  
+1 628-251-1583

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