

Twist Wrap Film Market Set to Reach USD 2.4 Billion by 2035 Amid Growing Demand for Packaged Delights | FMI

The USA twist-wrap film market is set to reach 25.5%, driven by packaged food demand, especially confectionery, and strong protective packaging needs.

NEWARK, DE, UNITED STATES, April 22, 2025 /EINPresswire.com/ -- The global [twist wrap film market](#) is projected to grow from $USD 1.2 billion$ in 2025 to $USD 2.4 billion$ by 2035, reflecting a 100% over the forecast period.



Twist Wrap Film Market

Twist wrap film is a specialty packaging material that is commonly used to wrap confectionery items such as candies, chocolates, and other sweet delicacies. The film serves as an excellent seal, guaranteeing the product's freshness and appeal while also increasing its visual appeal to consumers. Its adaptability, packing efficiency, and capacity to protect food product quality are some of the key elements driving demand in the [confectionery packaging](#) business.

The twist wrap film market continues to develop due to rising demand for packaged confectioneries, which is being driven by changing customer preferences and lifestyles. Furthermore, the material's lightweight, resilient, and cost-effective features make it an appealing choice for makers in a variety of industries other than confectionery.

For more information on this market, visit <https://www.futuremarketinsights.com/report-sample#5245502d47422d37343439>

As the global packaging industry continues to evolve, the twist wrap film market is witnessing

significant growth opportunities driven by changing consumer preferences and innovation across sectors. Twist wrap films, used primarily for wrapping confectionery, chocolates, and other products, are becoming increasingly popular due to their versatile functionality, cost-effectiveness, and eco-friendly options.

Key growth drivers include advancements in biodegradable and recyclable twist wrap films that cater to the rising demand for sustainable packaging solutions. The increased focus on reducing plastic waste is prompting manufacturers to introduce environmentally friendly alternatives without compromising on product safety and aesthetic appeal.

Moreover, the growing preference for convenience and ready-to-eat products has enhanced the demand for twist wrap films in the food industry. With their ability to offer product visibility while providing protection from external contaminants, twist wrap films are emerging as a go-to solution for food packaging.

Key factors driving the growth of the twist wrap film market include:

1. **Increasing demand for eco-friendly packaging solutions:** Consumers and businesses are increasingly prioritizing eco-friendly packaging solutions. Twist wrap films made from biodegradable and recyclable materials are gaining popularity, contributing to the market's growth.
2. **Growing demand for wrapped candies, chocolates, and snacks:** The growing demand for wrapped candies, chocolates, and snacks has directly fueled the demand for twist wrap films. As these industries continue to expand, the need for reliable packaging materials like twist wraps increases.
3. **High-quality printing capabilities:** Twist wrap films allow for high-quality printing, making them an excellent choice for companies looking to showcase their branding and attract consumers. The ability to customize packaging designs is a significant driver in the market.
4. **Cost-effectiveness:** Twist wrap films are a cost-effective packaging option, offering an affordable way to package a variety of products without compromising on quality or aesthetic appeal. This affordability drives adoption, particularly in emerging markets.

The twist wrap film market is projected to continue its growth trajectory, driven by these key factors. For more information, visit [Market Research Future](#).

Key market segments and trends include:

- The confectionery packaging segment is projected to hold a 29% market share in 2025.
- Twist wrap films are segmented by thickness into Below 20 microns, 20-25 microns, and Above 25 microns. The 20-25 Micron segment is expected to account for 35% of the market share in 2025.
- Plastic is the leading material in twist wrap film, favored for its cost-effectiveness, versatility,

and superior performance characteristics, with a 45% market share in 2025.

- Printed films are more popular than non-printed films, accounting for 53% market share in 2025 due to enhanced shelf appeal and branding potential.
- USA is expected to capture a 25.5% market share during the forecast period.
- India is projected to grow at a 6.5% CAGR until 2035 in the twist wrap film market.
- China is expected to expand with a 6.4% CAGR from 2025 to 2035.
- UK is forecasted to experience a modest growth rate of 2.0% CAGR from 2025 to 2035.
- The twist wrap film market in Germany is anticipated to grow at a 4.3% CAGR through 2035.

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The twist wrap film industry is consolidating, with prominent players such as Ester Industries and LyondellBasell leading the charge to drive efficiency, innovation, and global expansion. These market leaders are focused on sustainability and product differentiation to satisfy the changing demands of industries, particularly those in the confectionery and food sectors.

Ester Industries has positioned itself as a leader in packaging innovation. The company is producing biodegradable twist wrap films in response to increasing consumer demand for environmentally friendly products. Their strategic commitment to R&D strives to offer sustainable packaging solutions that are compatible with environmentally conscious customer demands, particularly in the confectionery business.

Similarly, LyondellBasell, which is known for its strong research capabilities, is expanding its offers in flexible packaging solutions. The company's extensive distribution network helps it grow its reach and ensure that its products meet the changing needs of the food industry. LyondellBasell continues to address the needs of businesses seeking high-quality, sustainable materials by focusing on innovative packaging solutions.

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- Amcor plc
- LyondellBasell Industries Holdings B.V.
- A&M Packaging
- Polysack Flexible Packaging
- Flexipol
- Koroza Flexible
- Maxpack Co.
- Design Group UK
- Packaging Sleeves Printing

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<https://www.futuremarketinsights.com/reports/twist-wrap-film-market>

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In terms of application, the market is segmented into confectionery packaging, gift wrapping, personal care, and others.

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In terms of thickness, the market is segmented into Below 20 microns, 20-25 microns, and above 25 microns.

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In terms of material, the market is segmented into plastic, paper, and metal.

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In terms of printability, the market is segmented into printed and non-printed.

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In terms of region, the market is segmented into North America, Europe, Asia Pacific, and Middle-East and Africa.

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<https://www.futuremarketinsights.com/reports/compostable-foodservice-packaging-market>

The market for □□□□□□ □□□□□□ □□□ □□□□□□□□□□□□ □□□□ □□□□□□□□□□□□ set to hit USD 15,283.8 Million in 2025 and rise to USD 22,623.8 Million by 2035. It is expected to gain a CAGR of 4.0% over this period. - <https://www.futuremarketinsights.com/reports/steel-drums-and-ibcs-market>

In 2025, the □□□□□□ □□□□□□□□□□ □□□□□□□□ □□□□□□□ was valued at approximately USD 35,610.30 Million. By 2035, it is projected to reach USD 54,774.78 Million, reflecting a compound annual growth rate (CAGR) of 4.4%. - <https://www.futuremarketinsights.com/reports/rigid-industrial-packaging-market>

The □□□□□□□□□□□□ □□□□□□□□ □□□□□ □□□□□□□ is expected to start at USD 34,920.4 million in 2025 and rise to USD 57,974.4 million by 2035 while maintaining a 5.2% compound annual growth rate from 2025 to 2035. - <https://www.futuremarketinsights.com/reports/polypropylene->

[packaging-films-market](#)

The market for [rotational molding machine market](#) is estimated to generate a market size of USD 987.9 million in 2025 and would increase to USD 1,420.8 million by 2035. -

<https://www.futuremarketinsights.com/reports/rotational-molding-machine-market>

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