

Packaging Industry Evolution Boosts Collation Shrink Film Market Share Analysis with 4.8% CAGR Through 2035 | FMI

Collation shrink film market grows with eco-friendly, innovative packaging, expanding globally and boosting food, beverage, and logistics sector partnerships.

NEWARK, DE, UNITED STATES, May 19, 2025 /EINPresswire.com/ -- The global [collation shrink film market share analysis](#) is expected to witness significant growth, reaching over USD 7.2 billion by 2035, with a compound annual growth rate (CAGR) of 4.8%. This steady expansion is attributed to increasing demand for cost-effective, durable, and sustainable packaging solutions across multiple industries.



Collation Shrink Film Market Share Analysis

The packaging industry is shifting toward more efficient materials that offer superior product protection while enhancing brand visibility. With their high clarity, tensile strength, and customization options, collation shrink films have emerged as a preferred packaging material for consumer goods, beverages, and food products.

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Collation Shrink Film market analysis reveals key growth drivers, competitive landscape, and emerging trends shaping the industry's future. Essential insights for stakeholders.”

Ismail Sutaria in Packaging at Future Market Insights

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Collation shrink film is a type of polymer-based packaging material designed to bundle multiple products together securely. When heat is applied, the film shrinks and conforms to the shape of the bundled products, ensuring stability and enhanced

protection.

Typically made from polyethylene, collation shrink films are used extensively in beverage packaging, canned goods, and other fast-moving consumer goods (FMCG) industries. The material offers exceptional clarity, durability, and strength, making it an ideal choice for both logistical and retail applications.

Key Takeaways: Collation Shrink Film Market Share Analysis

- North America holds the largest market share at 40%, driven by a strong focus on sustainable and recyclable packaging.
- Europe accounts for 30% of the market, leading in circular economy initiatives.
- Asia-Pacific captures 20% of the market, fueled by rapid industrialization and rising export demand.
- Other regions collectively hold 10% market share, supported by the expansion of the retail and FMCG sectors.

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Emerging Market Trends

The collation shrink film industry is evolving rapidly, with several key trends shaping its future:

- **Sustainability and Eco-Friendly Materials:** Companies are shifting towards biodegradable and recyclable shrink films to reduce environmental impact. Bio-based polyethylene films, for example, are gaining popularity as brands seek alternatives to conventional plastic films.
- **Advancements in Manufacturing Technologies:** Innovations in extrusion techniques and resin formulation are improving the performance and sustainability of shrink films. Enhanced film clarity, superior tensile strength, and reduced film gauge are some advancements enhancing product appeal.
- **Customization and Branding Enhancements:** As competition in the packaging industry intensifies, brands are using printed collation shrink films for marketing and branding. High-definition printing technologies allow for superior product visibility and consumer engagement.
- **Automation and Smart Packaging:** The integration of automation in shrink-wrapping processes has increased efficiency in large-scale production units. [Smart packaging solutions](#), such as QR codes and augmented reality (AR) labels, are also being incorporated for better consumer interaction.

Expanding Application in the Beverage and Food Industry

The beverage and food industry remains a major consumer of collation shrink films. With the increasing consumption of bottled water, carbonated drinks, dairy products, and ready-to-eat

meals, the demand for lightweight yet sturdy secondary packaging solutions continues to grow.

Collation shrink films offer excellent product visibility, easy handling, and cost savings compared to traditional corrugated packaging, making them an ideal choice for manufacturers seeking efficient transportation and storage solutions.

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Competitive Landscape

The collation shrink film market is highly competitive, with several key players investing in research and development to gain a competitive edge. Some of the major players in the industry include:

- Sealed Air Corporation – Known for innovative and sustainable packaging solutions, Sealed Air is focusing on eco-friendly shrink films.
- Berry Global Inc. – A leader in the flexible packaging market, Berry Global emphasizes high-performance and recyclable shrink films.
- Bemis Company Inc. – With a strong presence in the food packaging sector, Bemis offers advanced collation shrink films catering to the beverage and FMCG industries.
- Avery Dennison Corporation – This company specializes in premium printed shrink films, enhancing branding opportunities for consumer goods.

Collation Shrink Film Market Share Analysis Segmentation

By End-user:

- Food and Beverage Industry
- Consumer Goods
- Logistics and Transport

By Region:

- North America
- Europe
- Asia-Pacific
- Other Regions

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Join us as we commemorate 10 years of delivering trusted market insights. Reflecting on a decade of achievements, we continue to lead with integrity, innovation, and expertise.

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