

Flow Wrap Packaging Market Expected to Grow Faster According to New Research Report to 2033

Strong GDP growth in India and Southeast Asia (over 6% in 2024, World Economic Outlook) is boosting packaged goods demand.

WILMINGTON, DE, UNITED STATES, August 25, 2025 /EINPresswire.com/ -- According to the report, the global [flow wrap packaging market](#) was valued at \$26.9 billion in 2023 and is projected to reach \$44.7 billion by 2033, growing at a CAGR of 5.3% from 2024 to 2033.

Macroeconomic & Geopolitical Impact:-

The market is shaped by global trade policies, raw material price fluctuations, and supply chain challenges.

- Inflation & Costs: Global inflation, averaging 6.6% in 2023 (IMF), increased production costs, particularly for polyethylene and polypropylene.
- Geopolitical Tensions: The Russia-Ukraine conflict pushed up energy and logistics expenses, while trade restrictions (e.g., U.S.-China trade disputes) disrupted supply chains. Global shipping costs surged by over 50% (World Bank).
- Emerging Markets Growth: Strong GDP growth in India and Southeast Asia (over 6% in 2024, World Economic Outlook) is boosting packaged goods demand.

Sustainability Push: Regulatory measures, such as the EU Single-Use Plastics Directive, are accelerating the transition to recyclable and biodegradable packaging materials.



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Segment Highlights:-

By Material:

- Plastic Films dominated in 2023, driven by their barrier protection, cost-effectiveness, and versatility.
- Widely used materials include PE, PP, and BOPP, supporting extended shelf life for food, pharma, and consumer goods.
- The rise of e-commerce and advancements in recyclable/biodegradable films are reinforcing growth.

By Application:

- Food & Beverages was the top segment in 2023, fueled by urbanization, changing lifestyles, and growing preference for packaged convenience foods.
- Surveys in 2024 showed 60% of consumers eat convenience foods weekly, with 20% daily consumption.
- Post-pandemic hygiene concerns have heightened demand for sealed, contamination-free packaging.

Regional Outlook:

- Asia-Pacific is projected to remain dominant, growing at a CAGR of 5.6% through 2033.

Factors include:

- Rapid e-commerce adoption (China's e-commerce share of retail rose to 27.6% in 2023).
- Expanding frozen and packaged food markets in India, with frozen snacks & vegetables accounting for 65%+ of market share.

Investment Opportunities:

- The surge in e-commerce is driving demand for durable and visually appealing packaging.

Industry Consolidation:

- Amcor's planned \$8.4 billion acquisition of Berry Global Group (2024) marks a major consolidation, creating a \$24 billion revenue entity.
- Expected benefits include \$650 million in cost synergies within three years and \$180 million annual R&D investments in sustainable packaging.
- Opportunities lie in high-speed packaging machinery and eco-friendly material development.

Key Players:

- KM Packaging Services Ltd.
- Huhtamaki
- Billerud AB
- Sonoco Products Company
- Wipak Ltd.
- OPM Group
- ePac Holdings, LLC
- Amcor PLC
- Constantia Flexibles Group
- Polysack Flexible Packaging Ltd.

Recent Developments:

- (2023) Amcor launched AmFiber Performance Paper in North America, a recyclable high-barrier laminated paper compatible with existing equipment.
- (2024) Amcor announced plans to acquire Berry Global Group, with the deal expected to close in mid-2025 (pending approvals).

For more information on the Flow Wrap Packaging Market, visit our website:

<https://www.alliedmarketresearch.com/flow-wrap-packaging-market/purchase-options>

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