

# Handle Gusseted Bags Market to Hit USD 33.2 Billion by 2035, Fueled by Retail Growth and Sustainable Packaging

*Global Handle Gusseted Bags Market to grow from USD 25.2 billion in 2025 to USD 33.2 billion by 2035, led by retail, food, and eco-friendly innovations.*

NEWARK, DE, UNITED STATES, August 26, 2025 /EINPresswire.com/ -- The global [Handle Gusseted Bags Market](#) is entering a new era of growth, expected to expand from USD 25.2 billion in 2025 to USD 33.2 billion by 2035 at a CAGR of 2.8%. This growth trajectory reflects shifting consumer preferences toward portable, durable, and eco-friendly packaging formats across retail, food, beverages, personal care, and healthcare sectors.



Handle Gusseted Bags Market

## Handle Gusseted Bags: Combining Functionality with Brand Appeal

Handle gusseted bags have quickly become a preferred solution among retailers and manufacturers. Their unique design—featuring side or bottom gussets for extra storage volume and integrated handles for portability—addresses modern consumer needs for convenience while offering a strong branding platform through high-quality printing and customizable designs.

From supermarkets to quick-service restaurants (QSRs), these bags not only enhance the shopping experience but also support product integrity through superior load-bearing capacity, moisture protection, and resealable options.

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Market Dynamics Driving Growth

The momentum in the handle gusseted bags market is being fueled by several key factors:

- Sustainability Push: With governments banning single-use plastics, manufacturers are shifting to recyclable, biodegradable, and even bio-based raw materials to align with environmental mandates.
- Retail and E-commerce Expansion: The rise of online retail and food delivery services has created an increased need for portable, resilient, and attractive packaging solutions.
- Brand Visibility and Customization: Companies are leveraging gusseted bags for brand promotion, with innovations in digital printing and barrier coatings enhancing shelf appeal.

## Segmental Insights

Side Flat Bottom Gusseted Bags are projected to dominate, representing 47.6% of the market in 2025. Their upright structure, load capacity, and compatibility with automated filling systems make them indispensable in food and retail.

Polyethylene (PE) leads raw materials with a 38.9% share, thanks to its durability, recyclability, and adaptability for both food and non-food packaging. Emerging bio-based PE solutions further highlight its role in future sustainability efforts.

Food & Beverages stand as the largest end-use industry, expected to capture 52.3% of the market by 2025. With rising demand for hygienic, fresh, and convenient packaging, gusseted bags are increasingly used for bakery items, dairy, snacks, and frozen foods.

## Regional Market Overview

- Asia-Pacific continues to lead the global market, driven by a large consumer base and strong retail expansion.
- North America is projected to see substantial growth due to regulatory changes and consumer demand for sustainable and portable packaging.
- Europe maintains steady growth, supported by stringent packaging waste regulations and a strong presence of eco-conscious consumers.

## Established Leaders and Emerging Innovators

The competitive landscape features both long-standing players and new entrants expanding their portfolios with technological innovations.

Leading Companies include:

- Uline, Inc. and Pacific Bag, Inc., known for large-scale supply capabilities.
- Novolex and The Bag Workshop, focusing on design-led and eco-friendly innovations.
- International Plastics Inc., CLEAR VIEW BAG COMPANY, and Four Star Plastics, Inc. continuing to

scale production to meet diverse industry demands.

These players are increasingly adopting sustainable practices—such as mono-material polyethylene films and recyclable composites—while investing in automation to reduce production costs.

### Shaping the Future: Technology and Innovation

Manufacturers are channeling resources into advanced printing, resealable closures, and downgauging technologies that minimize material usage without compromising strength. The integration of biodegradable polymers and recyclable aluminum linings is also setting new benchmarks in performance and sustainability.

For new entrants, the focus is on specialized applications such as healthcare, premium retail, and branded promotional packaging—sectors demanding both functionality and aesthetic appeal.

### Key Market Challenges

While demand is growing, challenges persist. Handle gusseted bags come at a higher cost than traditional gusseted bags, limiting adoption in price-sensitive markets. Additionally, aligning sustainability with cost-efficiency continues to be a balancing act for both established and emerging manufacturers.

For more on their methodology and market coverage, visit!

<https://www.futuremarketinsights.com/about-us>

### Outlook: Toward a Sustainable and Consumer-Centric Future

The next decade is expected to see handle gusseted bags evolve from a convenience-driven product to a central pillar of sustainable packaging solutions. With innovation, regulatory support, and consumer awareness converging, the market is poised to create new opportunities for both large-scale manufacturers and startups.

As food, retail, and healthcare industries intensify their demand for durable yet eco-conscious solutions, handle gusseted bags are set to redefine packaging standards worldwide.

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Editor's Note:

This release is based exclusively on verified and factual market content derived from industry analysis by Future Market Insights. No AI-generated statistics or speculative data have been introduced. This press release highlights significant shifts in the Handle Gusseted Bags Market, which is experiencing a pivotal change driven by consumer demand for healthier, more transparent products.

Rahul Singh

Future Market Insights Inc.

+18455795705 ext.

[email us here](#)

Visit us on social media:

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