

Flow Wrap Packaging Market Exclusive Report on Current Trends and Future Insights

Expanding frozen and snack foods markets in India; frozen vegetables and snacks now make up 65%+ of India's frozen food segment.

WILMINGTON, DE, UNITED STATES, November 19, 2025 /EINPresswire.com/ -- Allied Market Research has published a comprehensive report titled "[Flow Wrap Packaging Market](#) by Material (Plastic Films, Paper, Aluminum Foil, Others) and Application (Food & Beverages, Pharmaceuticals, Personal Care & Cosmetics, Household Products, Others): Global Opportunity Analysis and Industry Forecast, 2024–2033."



Flow Wrap Packaging Market, by Application

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% during the forecast period.

Request a sample of the report:

<https://www.alliedmarketresearch.com/request-sample/A325658>

Macroeconomic & Geopolitical Landscape:

The flow wrap packaging sector is increasingly shaped by global macroeconomic and geopolitical dynamics.

- **Inflationary Pressures:** According to the IMF, global inflation averaged 6.6% in 2023, elevating production costs—particularly for polyethylene and polypropylene, essential inputs for flow wrap packaging.
- **Geopolitical Instability:** The Russia–Ukraine conflict has added volatility to global energy markets, raising logistics and manufacturing costs.
- **Trade Tensions:** U.S.–China trade restrictions and evolving global trade policies have disrupted material availability, with shipping costs rising over 50% in several regions (World Bank).
- **Emerging Market Growth:** Despite disruptions, strong economic momentum in India and

Southeast Asia, with projected GDP growth above 6% in 2024, is boosting demand for packaged, convenience, and ready-to-consume goods.

- Sustainability Policies: Regulations such as the EU Single-Use Plastics Directive are accelerating the shift toward recyclable and biodegradable flow wrap materials, influencing investment decisions and R&D priorities.

Segmental Analysis:-

1. Material Segment – Plastic Films Lead the Market

The plastic films segment held the largest share in 2023 and is expected to grow at a 5.1% CAGR.

Demand is propelled by:

- Excellent barrier properties (moisture, oxygen, contamination).
- High cost efficiency and compatibility with fast-paced automated packaging lines.
- Increased use of PE, PP, and BOPP films in food, pharmaceuticals, and personal care products.
- Rapid growth in e-commerce, boosting the need for durable, tamper-evident packaging.
- Rising adoption of recyclable and biodegradable films, balancing sustainability with performance.

Plastic films remain preferred for their versatility, printability, lightweight nature, and reduced transport costs.

2. Application Segment – Dominance of Food & Beverages

- The food & beverages segment was the highest revenue contributor in 2023 and is expected to continue growing at 5.3% CAGR.

Key demand drivers:

- Rising global consumption of packaged and convenience foods.
- In 2024, 3 in 5 consumers worldwide consumed convenience foods at least once weekly; 1 in 5 consumed them daily.
- Accelerated adoption in emerging markets such as India and Indonesia.
- In the U.S., meal replacement through snacks increased from 14% in 2023 to 17% in 2024.
- Post-pandemic sensitivity toward food safety, hygiene, and contamination-free packaging.
- Growing preference for single-serve, portioned, on-the-go formats ideal for flow wrap systems.

Regional Outlook:-

Asia-Pacific – Strongest Growth Through 2033 (CAGR 5.6%):

Asia-Pacific remained the largest revenue-generating region, supported by:

- Surge in e-commerce: China's e-commerce share in retail increased from 20.7% in 2019 to 27.6% in 2023.
- Expanding frozen and snack foods markets in India; frozen vegetables and snacks now make up 65%+ of India's frozen food segment.
- Growing preference for lightweight, cost-effective plastic film packaging.

The region's booming retail, food processing, and online delivery ecosystems will keep flow wrap demand robust.

Investment Opportunities

The market offers significant opportunities, driven by sustainability, automation, and consolidation:

- High-speed flow wrapping machinery is gaining traction as manufacturers seek efficiency and reduced operational costs.
- Rising focus on biodegradable and recyclable materials aligns with global environmental regulations.
- Mergers & Acquisitions are reshaping the competitive landscape.

Major Industry Development – Amcor–Berry Global Merger (2024)

- Amcor announced an \$8.4 billion all-stock acquisition of Berry Global.
- Combined annual revenue: ~\$24 billion.
- Berry shareholders receive 7.25 Amcor shares per Berry share (63% Amcor ownership; 37% Berry).
- Expected \$650 million in cost synergies within three years.
- Annual \$180 million R&D investment planned, primarily focused on sustainable packaging.
- Network spans 140+ countries and 400+ production facilities, elevating global reach and scalability.

This consolidation strengthens capabilities across consumer, healthcare, and sustainable packaging segments, creating new investment avenues.

Key Market 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 recyclable, high-barrier laminated paper compatible with existing flexible packaging lines.
- 2024: Amcor announced an agreement to acquire Berry Global for \$8.4 billion, forming a leading consumer and healthcare packaging player.

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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