

# Shrink Wrapper Market to Reach USD 529 Mn in 2025: APAC, Europe, and Saudi Arabia Drive Growth in Packaging Solutions

*The overall shrink wrapper demand in Europe will elevate the shrink wrapper market valuation and size in the United Kingdom at a CAGR of 0.7% through 2035.*

NEWARK, DE, UNITED STATES,  
November 7, 2025 /EINPresswire.com/  
-- The global [Shrink Wrapper Market](#) is poised for steady growth over the next

decade, reflecting the increasing demand for efficient, reliable, and sustainable packaging solutions across diverse industrial sectors. Valued at USD 529.0 million in 2025, the market is projected to reach USD 664.1 million by 2035, registering a compound annual growth rate (CAGR) of 2.3% over the forecast period.

The market's expansion is being fueled by the growing need for automation, enhanced operational efficiency, and improved product safety. Both established players and emerging manufacturers are actively investing in advanced technologies to cater to evolving industrial and commercial packaging requirements.

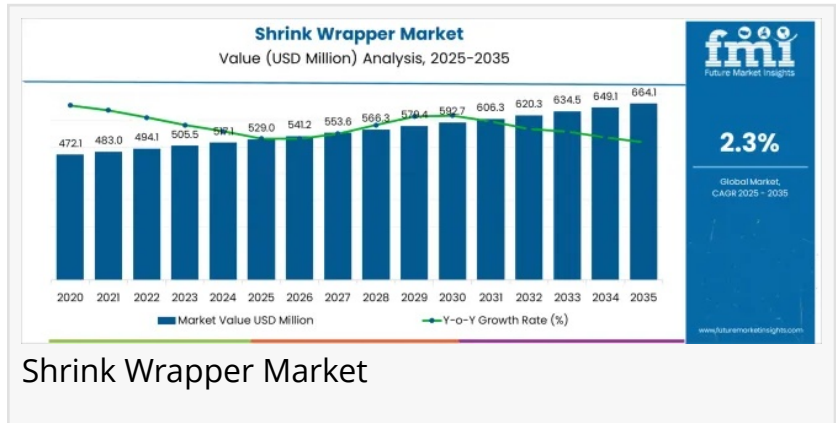
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## Market Drivers and Future Outlook

The Shrink Wrapper Market is witnessing significant traction due to several critical factors:

- **Automation and Operational Efficiency:** Companies are increasingly adopting semi-automated and fully automated shrink wrapping systems to reduce labor costs, optimize throughput, and minimize material waste.
- **Product Safety and Shelf Appeal:** Shrink wrapping ensures secure packaging, maintaining product integrity during storage and transportation while enhancing shelf visibility.
- **Technological Advancements:** Investments in modern machinery, software-enabled control



systems, and innovative wrapping films are driving market growth.

- Sustainability Demand: Rising interest in eco-friendly, cost-effective packaging solutions encourages manufacturers to integrate advanced shrink wrapping technologies.

These drivers position the Shrink Wrapper Market for sustained growth across manufacturing, warehousing, logistics, and e-commerce industries.

### Quick Stats for Shrink Wrapper Market

- Market Value (2025): USD 529.0 million
- Forecast Value (2035): USD 664.1 million
- Forecast CAGR (2025–2035): 2.3%
- Leading Segment (2025): L-Bar Sealers (47.2%)
- Key Growth Regions: North America, Asia-Pacific, Europe
- Top Players: Shorr Packaging Corp., Texwrap Packaging Systems LLC, Tokiwa Kogyo Co., Ltd, Eastey Enterprises Inc., Standard-Knapp, Inc., Sidel Group, Robopac-Aetna Group S.p.A, Clearpack, Shivansh Packaging Machines, Sealers India, USA Packaging & Wrapping LLC, and Xiamen Fushide Packing Machinery Co., Ltd.

### Insights by Machine Type

#### L-Bar Sealers: Leading Segment

- Dominates the market with 47.2% revenue share in 2025.
- Preferred for versatility across product sizes and packaging formats.
- Benefits from precise sealing, high cycle efficiency, and compatibility with various shrink films.
- Widely adopted in industries emphasizing product presentation and integrity.

#### I-Bar Sealers and Others

- I-Bar sealers are valued for delivering tamper-proof packaging with an attractive finish.
- Side sealers and other variants provide specialized solutions for unique packaging needs.

### Insights by Automation

- Semi-Automatic Systems: Account for 40% of revenue in 2025.
  - Strikes a balance between operational efficiency and cost-effectiveness.
  - Ideal for small to medium-scale manufacturers seeking flexibility without full automation.
- Manual and Fully Automatic Systems: Serve niche applications or large-scale production requirements, enabling throughput optimization and labor savings.

### Insights by End Use

- Manufacturing and Warehousing: Leads with 54.3% of revenue in 2025.
  - o High volume packaging requirements make shrink wrappers essential for operational efficiency.
  - o Supports standardized processes, quality control, and supply chain optimization.
- E-Commerce and Shipping: Growing demand for secure, damage-resistant packaging fuels adoption in retail and logistics sectors.
- Convenience Foods: Urbanization and fast-paced lifestyles increase demand for pre-packaged food items requiring shrink-wrapped packaging.

## Market Trends and Dynamics

- E-Commerce Expansion: Drives demand for reliable packaging solutions to protect goods during transport.
- Urbanization & Lifestyle Shifts: Spur growth in convenience food and packaged consumables.
- Sustainability Concerns: Rising focus on recyclable and eco-friendly shrink films to reduce plastic waste.
- Regional Insights:
  - o North America & Europe: Advanced technology adoption and e-commerce growth support steady market expansion.
  - o Asia-Pacific: Emerging markets, particularly India (CAGR 5.1%), present significant growth opportunities due to retail expansion and rising FMCG demand.

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## Competitive Landscape

The Shrink Wrapper Market is highly competitive, featuring established leaders and innovative newcomers. Companies focus on strategies such as:

- Product launches and innovation
- Strategic acquisitions and partnerships
- Process optimization and technology upgrades

## Notable Developments:

- Sidel Group (Sept 2025): Launched EvoBLOW XL, the fastest blower for large PET containers.
- Texwrap Packaging Systems LLC (April 2025): Acquired Etiflex, enhancing presence in Mexico and expanding RFID and labeling capabilities.

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