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Stretch & Shrink Film: United States

September 2017



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About This Report

Scope & Method

This report forecasts US stretch and shrink film demand in nominal US dollars at the manufacturers' level to 2021. Total demand is segmented by film type in terms of:

- stretch film
- shrink film.

For the purposes of this study, “stretch film” refers to two main product types:

- film that is stretched over a pallet or other load, holding the shipment in place as the film rebounds to its original shape
- unconverted food overwrap.

Other miscellaneous uses include furniture wrap and silage film.

“Shrink film” refers to any film that requires the application of heat to shrink and seal around a product. Like stretch film, it finds use in both pallet unitization and packaging applications.

Stretch and shrink film products include both primary and secondary packaging. Examples of secondary packaging include shrink collation films, and stretch and shrink labels.

Total demand is also segmented by market as follows:

- pallet unitization
- other storage and distribution such as bundling and furniture wrap
- food
- beverages
- paper and textile
- consumer
- other product packaging such as agriculture, aerospace, marine, and industrial items.

To illustrate historical trends, total demand is provided in annual series from 2006 to 2016; the various segments are reported at five-year intervals for 2006, 2011, and 2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of

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determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Stretch & Shrink Film: United States (FF55026) is based on *Stretch & Shrink Film Market in the US*, a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 5 | Industry Codes Related to Stretch & Shrink Film

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
326112	Plastics Packaging Film and Sheet (including Laminated) Mfg	2671	Packaging Paper and Plastics Film, Coated and Laminated
326113	Unlaminated Plastics Film and Sheet (except Packaging) Mfg	3081	Unsupported Plastics Film and Sheet

Source: US Census Bureau

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Resources

The Freedonia Group

Stretch & Shrink Film Market in the US, September 2017

Freedonia Industry Studies

Labels Market in the US, November 2017

Protective Packaging Market in the US, November 2017

Packaging Films Market in the US, July 2017

Pharmaceutical Packaging Market in the US, June 2017

Converted Flexible Packaging Market in the US, May 2017

Barrier Films Market in the US, April 2017

Poultry Packaging Market in the US, March 2017

Meat Packaging Market in the US, February 2017

Global Labels Market, January 2017

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Converted Flexible Packaging: United States

Global Protective Packaging

Labels: United States

Meat & Poultry Packaging: United States

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Chemical Week

ICIS Chemical Business

Modern Materials Handling

Paper, Film & Foil Converter

Plastics Engineering

Plastics Machinery

Plastics News

Plastics Technology

Agencies & Associations

Plastics Division of the American Chemistry Council