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# Stretch & Shrink Film

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Industry Study with Forecasts for **2019 & 2024**

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*Growth will be driven by increasing sales of retail items, increasing efficiencies in film manufacturing and layering, and the rising use of stretch and shrink hoods and beverage and pallet unitization wraps.*

## US demand to rise 3.5% annually through 2019

Demand for stretch and shrink film in the US is expected to grow 3.5 percent annually to \$3.1 billion in 2019, driven by increasing sales of retail items, as well as increasing efficiencies in film manufacturing and layering. Rising use of stretch and shrink hoods and beverage and pallet unitization wraps and the increasing suitability of stretch and shrink films for a greater variety of applications will also boost demand.

## Growth in shrink film to outpace stretch film

Stretch film sales growth will track the industry average through 2019, comprising over three-fifths of all stretch and shrink film demand. Overall, stretch films, which are used primarily in pallet unitization, will see growth stem from increased manufacturing activity and spending on consumer goods, as well as from improvements in machinery and advances in resin strength. The fastest growth is expected for stretch hoods in the storage and distribution market because of their efficiency in pallet wrapping applications.

Shrink film demand will slightly outpace that of stretch film through 2019. Overall growth will be stimulated by improvements in strength and increasing customizability of shrink packaging as the retail sector recovers from the weak performance of the past decade. Heat shrink sleeves are increasingly used for

## US Stretch & Shrink Film Demand, 2019 (\$3.1 billion)



LLDPE

LDPE

PVC

Other Resins

packaging beverages and as bottle labels. Shrink film will maintain its share of the market in applications where clarity and other visual qualities are the overriding priority, but will face much stiffer competition from stretch film in areas where high strength and containment properties are needed. Shrink pallet wraps will also post solid advances because of their suitability for use on irregularly shaped loads.

## LLDPE to offer best growth opportunities

LLDPE is the leading resin used in stretch and shrink film, and will exceed the industry average rate of growth through 2019 due to its continued cost

effectiveness and high strength in greatly varying conditions, making it ideal for stretch film. Demand for LDPE is expected to significantly trail the growth rate of its dominant cousin, LLDPE. Although LDPE will capture a significant portion of shrink film demand due to its amenability to heat shrinking and high clarity, it will lose ground to LLDPE in stretch film. PVC will see below average growth through 2019. While PVC's oxygen permeability will help it maintain its position in the meat, poultry, and seafood segment, concerns over the film's potential health hazards, tendency to yellow when exposed to light, and brittleness will limit growth opportunities. Other stretch and shrink film resins will see above average gains.

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## Sample Text, Table & Chart

### MARKETS

**Warehousing** -- Demand for stretch and shrink film in warehousing will grow (in billion dollars) from 1.1 billion in 2014 to 1.5 billion in 2019. This growth marks a deceleration from the 2009-2014 period, when demand grew at an average rate of 10%. During that period, demand for stretch and shrink film in warehousing grew by 50%, from 0.7 billion to 1.1 billion. This growth was driven by a large amount of new capacity, which was replaced by more efficient, wider, and stronger films. The replacement of older, narrower, and weaker films with newer, wider, and stronger films, and the growth in warehousing, are the primary drivers of demand for stretch and shrink film in warehousing. Because of this growth, the warehousing segment is expected to become the largest segment of the stretch and shrink film market. The warehousing segment involves the storage of goods in locations that are not the goods' final destination, so that they can be stored for extended periods. This segment, in contrast to manufacturing, is primarily comprised of third-party warehousing services, which store and distribute their clients' products. These service companies streamline their supply chain and outsource functions that are necessary but not within the company's strengths. Warehousing services include unitization options for pallets on shelves and racks to create a more efficient and safe work environment. In addition, warehouses also need materials that can protect items from water and rust, as well as any other element that can harm the product. Future opportunities for warehousing stem from stronger, more resistant films that can be used for a wider range of storage opportunities. Tighter unitization leads to more space in warehouses, resulting in greater use of pallets and pallet wraps in the warehouse. This growth will be constrained by competition from other bulk packaging options and the slowing of exports and their packaging.

Food and beverage warehousing is the largest individual segment in the warehousing market. Stretch and shrink films are often used to palletize large amounts of packaged foods and beverages for transport until a retailer needs to sell these products. Increased demand for stretch and shrink films in these applications will stem from greater demand for foods and beverages from consumers, as well as from the increasing proportion of centrally produced foods.

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TABLE III-11

### SHRINK FILM DEMAND IN PRODUCT PACKAGING (million dollars)

Item	2004	2009	2014	2019	2024
Plastic Packaging Shipments (bil \$) \$ shrink film/000\$ packaging					
Shrink Film Product Packaging					
Food & Beverages:					
Food					
Meat, Poultry, & Seafood					
Dairy					
Produce					
Other					
Beverages					
Paper & Textile Products					
Consumer					
Other					
% packaging					
Shrink Film Demand					

Source: The Freedonia Group, Inc.

CHART VI-1

### STRETCH & SHRINK FILM MARKET SHARE, 2014 (2.6 billion)



## Sample Profile & Table, & Study Coverage

**TABLE V-3**  
**LOW DENSITY POLYETHYLENE DEMAND IN STRETCH & SHRINK FILM BY TYPE**  
 (million pounds)

Item	2004	2009	2014	2019	2024
Total LDPE Film Demand % stretch & shrink					
LDPE Stretch & Shrink Film Demand Stretch Film Shrink Film					
\$/lb LDPE Stretch & Shrink Film (mil \$)					
% LDPE Total Stretch & Shrink Film Demand (mil \$)					

Source: The Freedonia Group, Inc.



**COMPANY PROFILES**

**Clysar LLC**  
 Highway 67 South  
 Clinton, IA 52732  
 920-527-7522  
 http://www.clysar.com

Annual Sales: \$100 million  
 Employees: 100  
 Key Products: stretch and shrink films

Clysar LLC, a privately held, manufacturer of high-performance polyolefin shrink films, manufactures a wide range of food and consumer packaging films. In 2013, Bemis Company Incorporated (Neenah, Wisconsin) sold Bemis Clysar to Cove Point Holdings LLC (New York, New York), a privately held investment firm. Following the transaction, the Company changed its name to Clysar LLC and relocated its headquarters operations from Oshkosh, Wisconsin to Clinton, Iowa.

Clysar is active in the US stretch and shrink film industry through the manufacture and sale of high-performance polyolefin shrink films. These films, which are marketed under the CLYSAR brand name, are available with a wide range of stiffness levels, tensile and tear strengths, water vapor and oxygen transmission rates, shrinking percentages, and shrinking temperatures. Manufacturing activities for Clysar are conducted at a plant in Clinton, Iowa.

Specific products from Clysar include CLYSAR EZ and CLYSAR EZ GOLD high-speed films, which are suitable for packaging frozen foods, fresh bakery goods, digital storage products, computer papers, and various consumer goods; CLYSAR TRAYLOC overwrap films, which are intended for packaging case-ready meats; and CLYSAR AFG

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**STUDY COVERAGE**

This Freedonia study, *Stretch & Shrink Film*, presents historical demand data (2004, 2009 and 2014) plus forecasts (2019 and 2024) by type, market and resin. The study also considers market environment factors, analyzes the industry structure, evaluates company market share and profiles 37 key competitors in the US industry.



## Related Studies

### Labels

This study analyzes the US label industry. It presents historical demand data (2004, 2009 and 2014) and forecasts (2019 and 2024) by material, application method (e.g., pressure sensitive, glue-applied, heat-shrink and stretch sleeve, heat transfer, in-mold), printing technology (e.g., flexography, lithography, screen, digital), and function (e.g., primary packaging, secondary, industrial, mailing and shipping, decorative). The study also considers market environment factors, details industry structure, evaluates company market share and profiles industry players.

#3291.....June 2015.....\$5500

### Meat, Poultry & Seafood Packaging

US demand for meat, poultry, and seafood packaging will rise 3.8 percent annually to \$10.9 billion in 2019. Flexible packaging will outpace rigid based on performance and sustainability advantages of pouches and high barrier films. Fresh and frozen will remain the dominant market, while the ready-to-eat segment will grow the fastest. This study analyzes the \$9 billion US meat packaging industry, with forecasts for 2019 and 2024 by technology, raw material, product, application, and market. The study also evaluates company market share and profiles industry players.

#3263.....April 2015.....\$5300

### Plastic Film

US demand for plastic film will grow 1.5 percent per year through 2018 to 15.4 billion pounds, valued at \$24.9 billion. Linear low density polyethylene will remain the most common film resin and maintain solid growth, while polypropylene and other resins such as degradable types will outpace it from smaller bases. The food packaging market will exhibit the fastest gains. This study analyzes the 14.3 billion pound US plastic film industry, with forecasts for 2018 and 2023 by resin and market. The study also evaluates company market share and profiles industry players.

#3243.....January 2015.....\$5300

### World Bulk Packaging

World demand for bulk packaging is projected to increase 5.0 percent annually to \$59.2 billion in 2018. The Asia/Pacific region will surpass North America as the largest market, and along with the Africa/Mideast region, will be the fastest growing market. Flexible bulk packaging products will outpace rigid types. This study analyzes the \$46 billion world bulk packaging industry, with forecasts for 2018 and 2023 by product, material, market, world region, and for 18 countries. The study also evaluates company market share and profiles industry players.

#3233.....January 2015.....\$6300

### World Protective Packaging

World demand for protective packaging will rise 6.1 percent annually to nearly \$27 billion in 2018. The Asia/Pacific region will see the fastest gains. The on-line retail market will continue to grow rapidly from a small base and boost the whole retail segment, while manufacturing remains the dominant market. This study analyzes the \$20 billion world protective packaging industry, with forecasts for 2018 and 2023 by product, material, function, market, world region, and for 24 countries. The study also evaluates company market share and profiles industry participants.

#3215.....October 2014.....\$6300

## About The Freedonia Group

The Freedonia Group, Inc., is a leading international industry market research company that provides its clients with information and analysis needed to make informed strategic decisions for their businesses. Studies help clients identify business opportunities, develop strategies, make investment decisions and evaluate opportunities and threats. Freedonia research is designed to deliver unbiased views and reliable outlooks to assist clients in making the right decisions. Freedonia capitalizes on the resources of its proprietary in-house research team of experienced economists, professional analysts, industry researchers and editorial groups. Freedonia covers a diverse group of industries throughout the United States and other world markets. Industries analyzed by Freedonia include:

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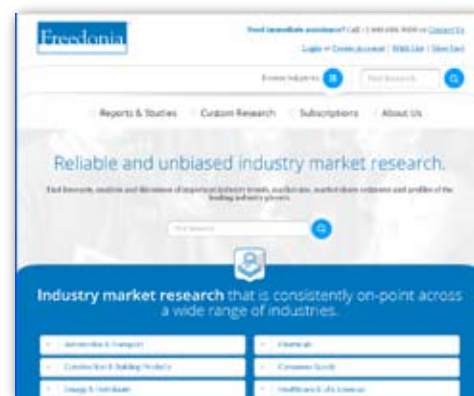
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