Global Breathable Films Market Insights, Opportunity Analysis, Market Shares and Forecast, 2017 - 2023

Description: The breathable film market is powerfully influenced by product developments and area expansions into emergent markets. Breathable films are thin films made by a mixture of mineral fillers and polymers. The films have a microporous configuration which is vital for vapor transmission. The polymers that are essentially used in breathable films are polyurethane, polyethylene, polypropylene and others which comprise polyester thermoplastic elastomers, block amide polyether, co-polyamide and co-polyester. The global market size of breathable films, which was USD 2.10 Billion in 2015, is projected to reach USD 3.44 Billion by 2022, at a CAGR of 7.3% between 2016 and 2021. The growing use of breathable films in food packaging, hygiene and building & construction market is expected to lift the market growth globally. Strict regulations and guidelines about use of protecting attire in the healthcare and industrial sector are likely to enhance future market growth. Growing demand for waterproof wears in sports clothes is expected to drive the demand for breathable films over the future years. Growing awareness regarding health and hygiene, high funding in the healthcare is expected to raise the demand for gloves, mask, drape, sheet and other throwaway garments over the future years. There is stagnant growth in the baby diapers market in developed countries such as United States, Japan, and Germany etc. because of high penetration.

The breathable film is segmented on the basis of raw material, products, application and geography. On the raw material, it is further segmented in polyethylene, polypropylene, Polyester and other raw material type. Other raw material type further segmented in thermoplastic polyester elastomers/copolyester and block amide/copolyamide. In raw material polyester lead the breathable film market. Products are further segmented into microporous, microvoid and non-porous. Growing penetration for medical and food packaging application is projected to drive this division in the future years. On the basis of application breathable film market is segmented into food packaging, hygiene, medical and construction and other. The hygiene and food packaging segment occupied the largest share in 2015, due to awareness and demand in healthcare industry.

On the basis of geographic region the global breathable films market is segmented broadly in four regions that are North America, Europe, Asia Pacific and Row. The increasing demand for protective apparel in the medical and industrial sector of North America and Europe is the factor to enhance future market growth in these region. Globally, Asia-Pacific was the major market for breathable films in 2015 with maximum market share, in terms of volume and value. Apart from Japan, Singapore and South Korea, the penetration of hygiene products in other Asia-Pacific nations is less and the birth rate is high as compared to the developed countries.

Some of the leading players in the breathable films market includes, American Polyfilm Corp., Celanese Corporation, Clopay Plastic Products Company, Covestro, Innova Films Ltd, Mitsui Chemicals Incorporation, RKW Group, Mitsui Chemicals Incorporation, Toray Industries Inc., Nitto, and Trioplast Industrier. Expansions, new product development, and mergers & acquisitions are the key strategy which is also adopted by the players. Key players are investing noteworthy R&D efforts to its products and wide use for applications.

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