

# Bubble wraps- Packaging material

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**About Bubble wraps:** Bubble wrap is a flexible, transparent plastic packaging material with regularly spaced bubbles providing cushion for fragile products. Bubble wraps are mostly used to provide an inner layer of packaging for electronic products. Several e-commerce businesses are booming in India, and these companies consume bubble wrap packaging material in large quantities. Bubble wrap packaging is a segment of flexible protective packaging market, which is growing in double digits.

**Types of bubble wrap:** Though there are many types of bubble wraps in the market such as, *Eco friendly, Anti-static, Aluminium foil backed, etc.*, the main 4 categories of bubble wraps are based on bubble sizes; 1/8 inch, 3/16 inch, 5/16 inch and 1/2 inch.

The size refers to the height of the bubbles; 1/8" is a less common size. 3/16" is called small, 5/16" is medium, and 1/2" is called large bubble. Smaller the size of the wrap, more protection it provides to the items. First and second categories of the wraps are used for delicate and fragile products, (glassware, china ware, etc.) medium category is used for less fragile products such as electronic items and finally the large category is used for the filling the empty spaces in the boxes of the item.

**Budget:** The turnkey plant with a capacity of 90 KG/hour can be set up for Rs. 60 Lakhs. An area of 1,500 – 2,000 Square meters would be ideal for setting up the factory. The total CAPEX required for the business, as per our estimations, should be around Rs. 1 Crore.

## **Report coverage**

1. Market analysis – (info on Potential user industries, market size, growth factors, etc.)
2. Competitive landscape (Info on: Products, pricing, etc.; on current market players in the target location)
3. Location analysis (with a view to source raw material and to reach market)
4. Raw material sourcing from various locations, suppliers, Quotes from suppliers
5. Approvals and Regulatory requirements (including applicable standards)
6. Machinery required / Quotes from suppliers
7. Advice on initial viable scale of business
8. Capital requirements, profitability
9. Profitability projections for the coming years

## **Contact details**

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