

Global Jute Bag Market 2026

Market size, segmentation, competitive landscape and outlook

2021-2031

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

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Market at a glance

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Indicator	Value
Market size (2025)	USD 3.2 bn
Forecast (2031)	USD 4.9 bn
CAGR (2021-2031)	7.3%
Study period	2021-2031
Largest region	Asia-Pacific · 66.8%
Fastest-growing region	Europe · 8.4%
Market concentration	Low
Licence	Individual / Company

The global jute bag market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Asia-Pacific accounted for XX% of 2025 revenue, anchored by India's regulated foodgrain-sacking market and Bangladesh's export-oriented manufacturing base. Shopping and promotional bags are gaining share as retailers, consumer brands and hospitality operators replace single-use plastic carriers with durable natural-fibre formats. Government procurement remains the industry's volume foundation, while printed, laminated and design-led bags generate the strongest margin expansion.

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Executive summary

The global jute bag market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Asia-Pacific accounted for XX% of 2025 revenue, anchored by India's regulated foodgrain-sacking market and Bangladesh's export-oriented manufacturing base. Shopping and promotional bags are gaining share as retailers, consumer brands and hospitality operators replace single-use plastic carriers with durable natural-fibre formats. Government procurement remains the industry's volume foundation, while printed, laminated and design-led bags generate the strongest margin expansion.

Indicator	Value
Market size 2025	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- The global jute bag market generated USD XXX billion in 2025 and will reach USD XXX billion in 2031.
- Asia-Pacific held XX% of global revenue in 2025, reflecting the concentration of raw-jute cultivation, weaving capacity and institutional procurement in India and Bangladesh.
- Sacking bags represented XX% of 2025 market value, while shopping and promotional bags will record the fastest product CAGR at XX%.
- India's 2024-25 reservation norms required XX% of foodgrains and XX% of sugar covered by the order to be packed in jute bags.
- India's government purchases approximately INR XXX of jute sacking bags annually, according to the Office of the Jute Commissioner.
- Average annual Indian jute-sacking production is approximately XXX bales, equivalent to about XXX metric tonnes.
- The Jute Commissioner's Rabi 2025-26 order identified a requirement of approximately XXX B-Twill bales.
- Bangladesh recorded USD XXX million of jute sacks and bags exports under HS 630510 in FY2022-23.

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Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

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Global Jute Bag Market Trends and Growth Drivers

Jute bags sit at the intersection of regulated commodity packaging and discretionary sustainability spending. Institutional foodgrain procurement determines the industry's base-load volume, raw-fibre absorption and mill utilisation, while retailer and brand programmes determine much of its incremental margin.

The market is moving beyond a simple jute-versus-plastic comparison. Buyers increasingly specify reuse cycles, coating chemistry, print durability, seam strength, traceability and cost per use, rewarding manufacturers that integrate technical textiles, conversion and compliance.

Supply remains concentrated around the Ganges delta, making crop quality, retting conditions, labour availability and Indian procurement orders globally significant. Diversification into premium bags reduces exposure to commodity tenders but requires more responsive design, inspection and fulfilment capabilities.

Growth drivers

Mandatory foodgrain packaging anchors industrial demand

India's jute-packaging reservation system creates a large, recurring order base for B-Twill sacks and supports high utilisation across composite mills. Procurement allocations transmit directly into demand for raw jute, spinning and weaving capacity, while the approved pricing methodology improves visibility for participating manufacturers.

Plastic reduction rules accelerate reusable-bag adoption

Carrier-bag charges, restrictions on lightweight plastic and corporate packaging targets are shifting retailers toward durable natural-fibre formats. Jute benefits where buyers prioritise visible sustainability, repeated use and high-print-area promotional value.

Brand spending lifts printed-bag value

Fashion, beauty, food-service and gifting brands increasingly treat reusable bags as media inventory rather than disposable packaging. Screen printing, digital graphics, colour matching, reinforced handles and premium finishing raise revenue per bag and broaden demand beyond agricultural sacks.

Food-security procurement supports sack volumes

Public buffer-stock programmes and formalisation of grain supply chains sustain requirements for breathable, stackable transport sacks. Population growth and rising cereal handling volumes reinforce demand in South Asia, Africa and selected Southeast Asian markets.

Traceability strengthens jute's procurement case

Large buyers increasingly request fibre origin, restricted-substance documentation and product-level carbon information. Vertically integrated mills can convert these requirements into preferred-supplier status and longer contracts, particularly for European and North American customers.

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Modern finishing expands addressable applications

Improved lamination, odour control, softening, food-safe inks and automated stitching allow jute bags to enter applications formerly constrained by shedding, moisture or finish consistency. These capabilities support lighter constructions and more frequent use in organised retail.

Restraints

Fibre-price volatility compresses converter margins

Jute yields and fibre grades respond to rainfall, retting conditions and competing crop economics in a geographically concentrated supply base. Rapid raw-material inflation is difficult to pass through on fixed-price tenders and seasonal retail programmes.

Polypropylene retains a cost and consistency advantage

Woven polypropylene sacks offer uniform strength, moisture resistance and automated high-speed conversion at competitive unit cost. Jute gains where regulation, breathability or sustainability has purchasing weight, but price-sensitive private buyers can switch rapidly.

Moisture and contamination controls raise processing cost

Food, coffee, cocoa and export applications require control of hydrocarbon odour, microbial load, fibre shedding and moisture migration. Testing, compliant batching and barrier treatments increase working capital and disadvantage mills with older finishing equipment.

Fragmented production limits service consistency

The market includes numerous mills, sewing units, printers and merchant exporters with uneven process control. Variation in dimensions, seam strength, colour and delivery performance constrains large multinational programmes and increases inspection expense.

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Jute Bag Market Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Mandatory foodgrain packaging anchors industrial demand	XXX	XXX	XXX
Plastic reduction rules accelerate reusable-bag adoption	XXX	XXX	XXX
Brand spending lifts printed-bag value	XXX	XXX	XXX
Food-security procurement supports sack volumes	XXX	XXX	XXX
Traceability strengthens jute's procurement case	XXX	XXX	XXX
Modern finishing expands addressable applications	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Fibre-price volatility compresses converter margins	XXX	XXX	XXX
Polypropylene retains a cost and consistency advantage	XXX	XXX	XXX
Moisture and contamination controls raise processing cost	XXX	XXX	XXX
Fragmented production limits service consistency	XXX	XXX	XXX

Source: XXX

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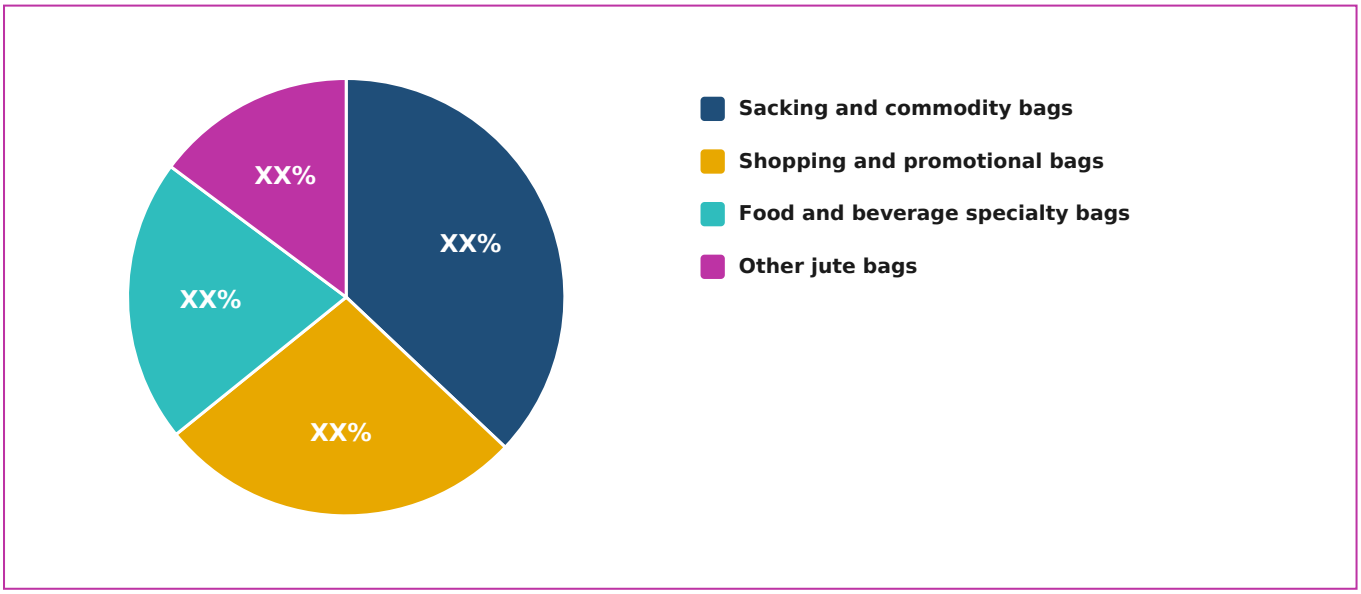
Jute Bag Market Segmentation by Product, Construction, Capacity and End Use

By Product Type

B-Twill and other industrial sacks dominate because grain, sugar, coffee, cocoa, seeds and similar commodities require high-volume transport packaging. Shopping and promotional bags are gaining value share through custom graphics, reinforced handles and premium retail positioning. Specialty formats serve wine, gifting, horticulture and protective-packaging applications.

Value share by product Type, 2025



Source: XXX

Value by product Type, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Sacking and commodity bags	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Shopping and promotional bags	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Food and beverage specialty bags	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other jute bags	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Bag Construction

Unlaminated woven jute remains the standard for breathable commodity sacks and price-sensitive carry bags. Laminated products deliver print quality, shape retention and moisture protection but face buyer scrutiny over polymer content and end-of-life performance. Blended and plastic-free treated constructions

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are scaling from a smaller base as brands seek lighter weight and improved hand feel.

Value by bag Construction, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Unlaminated woven jute	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Coated or laminated jute	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Jute blends	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Plastic-free treated jute	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Capacity

Large-capacity sacks dominate shipment volume and benefit from standardised specifications and repeat orders. Medium bags serve grocery, produce and specialty-food applications, while small bags capture the highest unit values in gifting, cosmetics and promotional merchandise. Lightweighting is reducing material use within each capacity class without displacing the underlying use case.

Value by capacity, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Up to 10 kg	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Above 10 kg to 25 kg	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Above 25 kg to 50 kg	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Above 50 kg	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By End Use

Agriculture and food commodities lead through grain procurement, sugar, coffee, cocoa, seeds and produce handling. Retail and consumer brands are the principal growth engine as reusable bags combine packaging, merchandising and advertising functions. Industrial and institutional demand includes postal, relief, construction-material and bulk-handling applications.

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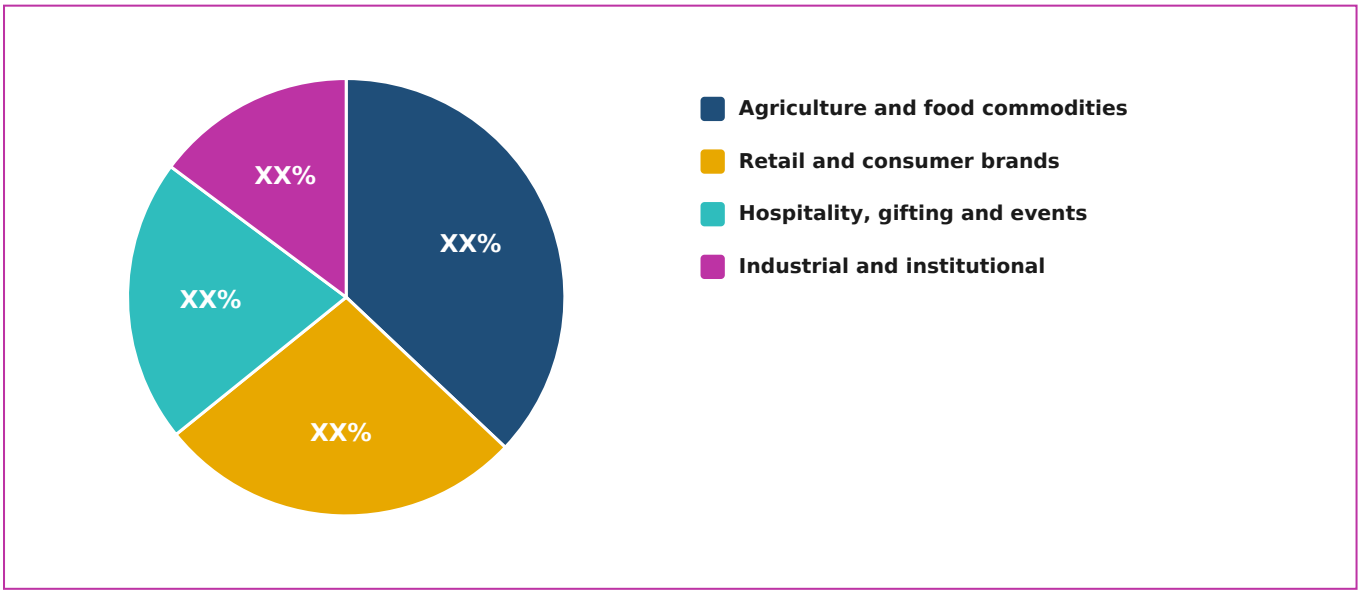
Value share by end Use, 2025



Source: XXX

Value by end Use, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Agriculture and food commodities	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Retail and consumer brands	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Hospitality, gifting and events	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Industrial and institutional	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Sales Channel

Direct procurement dominates standard sacks because order quantities, specifications and inspection protocols require mill-level contracting. Importers and distributors aggregate smaller retail programmes and provide local inventory, compliance and decoration services. Digital B2B sourcing is growing fastest among small brands, event buyers and regional wholesalers.

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Value by sales Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Direct contracts and tenders	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Importers and distributors	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Wholesalers and promotional-product dealers	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Digital B2B channels	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

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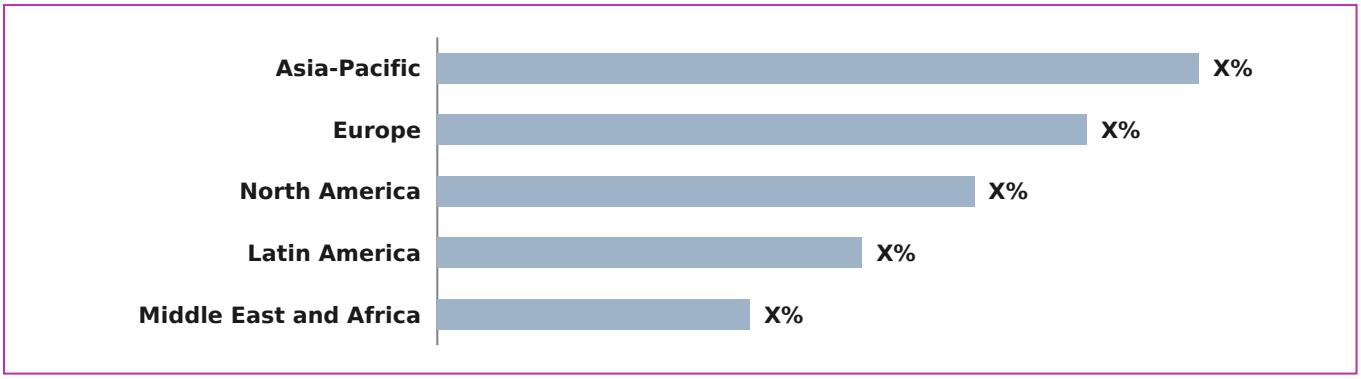
Jute Bag Market Regional Analysis and Country Outlook

Asia-Pacific generated XX% of 2025 revenue and remains the centre of gravity for fibre supply, sack manufacturing and consumption. India combines mandated foodgrain demand with a broad mill base concentrated in West Bengal, while Bangladesh supplies international buyers across commodity sacks and value-added consumer bags. China's role is weighted toward importing, converting and distributing finished natural-fibre bags, while Southeast Asian demand is advancing with organised retail and export agriculture.

Europe is the fastest-growing region at an XX% CAGR. Regulation (EU) 2025/40, national carrier-bag measures and retailer packaging commitments strengthen the economics of reusable bags, especially for grocery, fashion, specialty food and promotional programmes. Germany, the United Kingdom, France, Italy and the Netherlands form the leading addressable markets for certified and custom-printed products.

North America is led by promotional merchandise, specialty retail, coffee and cocoa packaging rather than statutory jute procurement. Latin America offers a natural fit with coffee, cocoa and food-export supply chains, while Middle East and Africa demand is split between commodity handling, institutional sacks and premium shopping formats in Gulf retail markets.

Growth rate by region, 2025-2031



Source: XXX

Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East and Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

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Market value by leading country, USD bn

Country	2025	2031	Share 2025	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

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Jute Bag Market Competitive Landscape and Company Share

The jute bag market has low concentration: the five largest suppliers represented XX% of 2025 revenue. Production is distributed across integrated Indian and Bangladeshi mills, merchant exporters, specialist converters and thousands of sewing and printing units. Scale is most valuable in government sacking tenders, while design responsiveness and compliance determine success in branded retail programmes.

Gloster, Cheviot, Ludlow Jute & Specialities, Birla Corporation's jute operations and large Bangladeshi groups compete through fibre access, integrated processing and established export relationships. Gloster's new Bauria capacity illustrates the industry's shift toward modern equipment, diversified goods and higher-value export production. Competitive investment is moving toward automated looms, lower-water processing, digital printing, testing laboratories and renewable energy.

Consolidation remains selective because labour intensity, legacy mill assets and procurement rules favour local operating expertise. Partnerships between mills and overseas distributors are more common than cross-border acquisitions. The strongest strategic positions combine institutional sack volume with a diversified book of retail, food-export and promotional accounts.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
Gloster Limited	XXX	XXX	XXX	XXX
Cheviot Company Limited	XXX	XXX	XXX	XXX
Ludlow Jute & Specialities Limited	XXX	XXX	XXX	XXX
Birla Corporation Limited	XXX	XXX	XXX	XXX
Budge Budge Company Limited	XXX	XXX	XXX	XXX
Hooghly Infrastructure Private Limited	XXX	XXX	XXX	XXX
Auckland International Limited	XXX	XXX	XXX	XXX
Janata Jute Mills Limited	XXX	XXX	XXX	XXX
Akij Jute Mills Limited	XXX	XXX	XXX	XXX
Afil Jute Weaving Mills Limited	XXX	XXX	XXX	XXX

Source: XXX

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Jute Bag Market Forecast, Investment Priorities and Opportunities

The market will add USD XXX billion between 2025 and 2031. Industrial sacks will remain the largest revenue pool, but shopping and promotional bags will contribute a rising share of incremental value as reusable formats penetrate grocery, fashion, gifting and corporate merchandise.

The base case assumes continuity in India's core packaging reservation, measured growth in agricultural handling, and broader adoption of reusable retail bags. A faster regulatory-substitution scenario would lift demand for premium shopping bags, while a weaker grain-procurement cycle would primarily affect standard B-Twill volumes and raw-fibre pricing.

Winning suppliers will balance cost-efficient sack production with differentiated converting capabilities. Product traceability, plastic-free barrier treatments, consistent print reproduction and verified reuse performance will become stronger purchasing criteria, creating a widening margin gap between commodity-only mills and integrated solution providers.

Opportunities

- High-margin promotional and luxury retail bags
- Plastic-free coatings and bio-based barrier treatments
- Digitally printed short runs for regional brands and events
- Reconditioned sack pools and closed-loop reuse systems
- Traceable farm-to-bag supply programmes
- Jute-cotton and jute-cellulose constructions for lighter consumer bags

> This preview shows the form and depth of the report. The full report contains every figure, segment- and country-level detail and full company profiles. On purchase all figures are finalised and verified, and the report is delivered within 24–72 hours.

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