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Global Adhesive Film Market study, by Film Material (Polypropylene, Polyvinyl Chloride, Polyethylene), Application (Tapes, Graphic Films, Labels), End-Use Industry (Packaging, Transportation, Electrical & Electronics) and Regional Forecasts 2020-2027

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Abstracts

Global Adhesive film Market is valued approximately USD 18.3 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 5.5 % over the forecast period 2020-2027. Adhesive films are boards, films and tapes containing an adhesive or glue layer on one or both sides. These are obtained from materials such as polypropylene, polyvinyl chloride or polythene, and are most likely to be used for the combination of two or more materials. In the electrical and electronic industries, adhesive films are used mostly to maintain the protective insulation wrap, warning labels and information labels. These are used as tapes, graphic films and labels. Moreover, its application in the packaging industry has increased. Adhesive films are used primarily to improve the safety of packaging materials. The market is driven by Rising urban population in APAC, the industries of e-commerce, pharmaceutical and consumer durables, rising consumer demand for product knowledge, increasing product quality, customer service and advanced technology. The key players of global Adhesive films market have adopted various strategies to gain competitive advantage including product launch, mergers and acquisition, partnerships and agreements, investment, funding and others. For instance, In February 2017, the acquisition of Yongle Tape Company Ltd., a maker of specialty tapes and related items for a range of industrial markets, was completed by Avery Dennison Corporation. Yongle Tape will operate within the Industrial and Healthcare Materials business division of Avery Dennison, working closely with the global Performance Tapes and Fastener Solutions businesses of the organization. However, Raw material prices volatility would restrain the growth of market.

The regional analysis of global Adhesive film Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of R&D in fertilizer manufacturing technology. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rising urban population in APAC, the industries of e-commerce, pharmaceutical and consumer durables, rising consumer demand for product knowledge would create lucrative growth prospects for the Adhesive film Market across Asia-Pacific region.

Major market player included in this report are:
3M Company
Avery Dennison Corporation
UPM-Kymmene OYJ
CCL Industries
Constantia Flexibles
Cosmo Films
Toray Industries
Coveris
Mondi Group
Ester Industries
The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:
By Film material:
Polypropylene (PP)
Polyethylene (PE)
Polyvinyl Chloride (PVC)
Others (PET, PU, PA)
By Application:
Tapes
Graphic Films
Labels

By End user industries:
Packaging
Transportation
Electrical & Electronics
Others (Signage, Medical, and Construction)
By Region:
North America
U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018
Base year – 2019
Forecast period – 2020 to 2027

Target Audience of the Global Adhesive film Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises

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Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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