

# **Global Eco-friendly Labels Market Size Study, By Material (Paper, Biodegradable Plastic, Recycled Fabric, Wood, Metal), By Label Type (Removable, Semi-Removable, Permanent, Pressure-Sensitive), By Printing Technology (Flexography, Digital Printing, Offset Printing, Gravure Printing, Screen Printing), By End-Use Industry (Food & Beverage, Cosmetics & Personal Care, Pharmaceuticals, Manufacturing, Retail & Logistics), and Regional Forecasts 2022-2032**

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## **Abstracts**

The Global Eco-friendly Labels Market, valued at approximately USD 23.34 billion in 2023, is projected to grow at a significant CAGR of 11.69% over the forecast period 2024-2032. Eco-friendly labels represent a pivotal shift toward sustainability in the packaging and labeling industry. Crafted from materials such as biodegradable plastics, recycled fabrics, and responsibly sourced paper, these labels cater to the growing demand for environmentally conscious alternatives while maintaining high durability and aesthetic appeal.

The market growth is driven by heightened consumer awareness regarding environmental impact and stringent government regulations promoting sustainable practices. Industries like food & beverage, cosmetics, and pharmaceuticals are increasingly adopting eco-friendly labels to align with global sustainability goals and address consumer preferences for greener products. Advancements in printing technologies, such as digital and gravure printing, have enhanced the efficiency and customization capabilities of eco-friendly labels, further fueling market expansion. However, challenges such as high production costs and limited recycling infrastructure

pose obstacles. Nonetheless, innovations in material science and recycling systems present immense growth opportunities for industry stakeholders.

Geographically, North America and Europe dominate the eco-friendly labels market, owing to established environmental regulations, consumer awareness, and a robust industrial base. Meanwhile, the Asia Pacific region is anticipated to witness the fastest growth, driven by rapid industrialization, increasing demand for sustainable solutions in manufacturing and retail, and supportive government initiatives in countries like China and India.

Major market players included in this report are:

Avery Dennison Corporation

UPM Raflatac

CCL Industries Inc.

LINTEC Corporation

3M Company

Constantia Flexibles Group GmbH

Mondi Group

Huhtamaki Oyj

DS Smith Plc

Smurfit Kappa Group

WestRock Company

SATO Holdings Corporation

Toppan Printing Co., Ltd.

Sonoco Products Company

Klabin S.A.

The detailed segments and sub-segments of the market are explained below:

By Material:

Paper

Biodegradable Plastic

Recycled Fabric

Wood

Metal

By Label Type:

Removable

Semi-Removable

Permanent

Pressure-Sensitive

By Printing Technology:

Flexography

Digital Printing

Offset Printing

Gravure Printing

Screen Printing

By End-Use Industry:

Food & Beverage

Cosmetics & Personal Care

Pharmaceuticals

Manufacturing

Retail & Logistics

By Region:

North America:

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America:

Brazil

Mexico

Rest of Latin America

Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical Year – 2022

Base Year – 2023

Forecast Period – 2024 to 2032

**Key Takeaways:**

Comprehensive market estimates and forecasts from 2022 to 2032.

Regional and segmental revenue insights with annualized data.

In-depth analysis of market drivers, challenges, and opportunities.

Competitive landscape overview and strategic recommendations.

Detailed geographical and regional analysis with country-level insights.

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