

Global Hang Tags Market Size study, by Material Type (Paper, Plastic, PVC, PP, PET/ BOPET, Other, Composite Material, Fabric) Tag Type(Hang Tag/Swing Tag, Loop Tag)Printing Technology(Direct Thermal, Thermal Transfer, Flexo Printing, Offset and Screen Printing, Laser Printing)End Use(Clothing and Apparels, Food and Beverages, Hospitality and Travel, Beauty and Personal Care, Consumer Electronics, Others) And Regional Forecasts 2021-2027

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Abstracts

Global Hang Tags Market is valued approximately XXX billion in 2020 and is anticipated to grow with a healthy growth rate of more than 11.1 % over the forecast period 2021-2027. Hangs Tags are used to communicate the information about the product to the consumers. These are small little tags that are attached along with the product so that the user knows the important information like price, material, instructions on how to use etc. People are shifting towards increased use of hang tags for conveying the product information. The introduction of hand tags as a branding tool is boosting the growth. In addition to this, the availability of customization and designs in hang tags has also resulted in rapid growth. The expansion of retail sector has also contributed to the growth of hang tags. Traditionally, hang tags where used by garments and clothing industry. But, some of the food and beverages brand have also started the use of hang tags for product identification, authentication and branding. This is driven by rising expenditure on food & beverage consumption and inclination towards packaged food and beverage items. Hang tag gives an opportunity to attract consumer attention and establish brand name. However, Alternatives to hang tags such as pressure-sensitive labels, QR code stickers, and others are giving a tough competition to hang tags and

thus restraining its growth. But, customization in the hang tags is a good opportunity for the sector to flourish. Brand owners directly contact the hang tags manufacturers for required customization.

The regional analysis of the global Hang Tags Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America accounts for around half of world's smart labels market. Asia Pacific is the fastest growing region because it has the largest apparel and footwear market. North America, Asia Pacific, and Western Europe are a potential market for hang tag applicators.

Major market player included in this report are:

- CCL Industries Inc
- Sato Holdings Corporation
- Dutch Label Shop
- St. Louis Tag Company
- Nilorn Group
- Finotex USA Corporation
- Pacific Coast Bach Label Inc
- Dortex Werbung und Vertrieb mbH
- Bornemann-Etiketten GmbH
- Signal Ltd

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:

Material Type:

Paper

Plastic

PVC

PP

PET/BOPET

Other Composite Material

Fabric

Tag Type:

Hang Tag/Swing Tag

Loop Tag

Printing Technology:

Direct Thermal

Thermal Transfer

Flexo Printing

Offset and Screen Printing

Laser Printing

End Use:

Clothing and Apparels

Food and Beverages

Hospitality and Travel

Beauty and Personal Care

Consumer Electronics

Others

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 – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Hang Tags Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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