

# **Global Print Label Market Size study & Forecast, by Print Process (Offset, lithography, Gravure, Flexography, Screen, Letterpress, Electrophotography, Inkjet), By Label Format (Wet-glue Labels, Pressure-sensitive Labels, Linerless Labels, Multi-part Tracking Labels, In-mold Labels, Shrink and Stretch Sleeves), By End-User Industry (Food, Beverage, Healthcare, Cosmetics, Household, Industrial, Logistics, Other End-user Industries), and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Print Label Market is valued approximately USD 42.7 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 4.26% over the forecast period 2023-2030. The print label industry is evolving in response to shifting consumer demands and industry trends. Factors such as the demand for more sustainable packaging solutions, the rising popularity of color digital printing, and an increasing preference for personalized products contribute to this evolution. Additionally, changing buyer preferences directly influences the industry's direction. Print labels serve multiple purposes for manufacturers, including product customization and packaging enhancement. They also play a crucial role in product identification and combating counterfeit goods. With diverse formats and designs available, print labels cater to the specific requirements of beverage manufacturers. The market growth is driven by key factors such as growing 3D Print Technology, increased Focus toward Manufacturing in the Developing Economies, increasing demand for manufactured goods.

In a 2021 study conducted by Martin Placek, findings revealed that the prevailing 3D printing technologies are fused deposition modeling (FDM)/fused filament fabrication (FFF) and selective laser sintering (SLS). It was found that 71% of respondents utilized FDM/FFF in-house, while 42% opted for SLS via external services. According to Statista, the global 3D printing market exhibited substantial growth, with its value reaching approximately USD12.6 billion in 2020. Projections indicate a compound annual growth rate of approximately 17% from 2020 to 2023, highlighting the industry's significant expansion. Furthermore, increased investment in research and development to advance digital printing labels is a key driver of market growth. An illustrative example is Print-Leeds, which, in May 2021, bolstered its market position by introducing a self-adhesive label division. This expansion came as a result of a substantial \$1 million investment in a new printing press, finishing equipment, and management information system (MIS), showcasing a commitment to innovation and growth. However, lack of products with ability to withstand harsh climatic conditions stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Print Label Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific is leading region and expected to be the fastest growing region owing to increasing interest of companies and the expansion of e-commerce giants such as Alibaba in China is anticipated to be a driving force behind the growth of the print labels market in the forecast period. For instance, during Alibaba's Double 11 shopping festival, Chinese consumers received nearly 1.9 billion packages, indicating a significant demand for print labels.

Major market player included in this report are:

Multi Packaging Solutions (Westrock Company)

Fort Dearborn

Multi Color Corporation

Mondi Group

Ahlstrom-munksjö Oyj

Autajon Group

Avery Dennison Corporation

CCL Industries Inc.

Clondalkin Group Holdings BV

Cenveo Corporation

Recent Developments in the Market:

In March 2021, Fort Dearborn revealed its acquisition of Hammer Packaging Corporation. This strategic move allows the combined organization to leverage Hammer's advanced technology, thereby bolstering Fort Dearborn's presence in the decorative label and packaging market. The acquisition not only expands the company's geographic reach but also enhances its capacity and capabilities.

Also in March 2021, the company announced its full association membership with the Glass Packaging Institute (GPI), a leading trade association representing the North American glass container industry. This partnership positions the company to provide high-quality and fully recyclable label solutions, thereby strengthening its offerings to the glass industry.

Global Print Label Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Print Process, Label Format, End-use Industries, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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 Label Process:

Offset

Lithography

Gravure

Flexography

Screen

Letterpress

Electrophotography

Inkjet

By Label Format:

Wet-glue Labels

Pressure-sensitive Labels

Linerless Labels

Multi-part Tracking Labels

In-mold Labels

Shrink and Stretch Sleeves

By End-use Industries:

Food

Beverage

Healthcare

Cosmetics

Household

Industrial

Logistics

Other End-user Industries

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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