

Global Printed Tape Market Size study, By Product Type (Hot melt carton sealing tape, Acrylic carton sealing tape, Natural rubber carton sealing tape, Acrylic Carton Sealing Tape), By Mechanism (Flexography, Lithography, Digital printing, Screen printing, Gravure, Others), By Material (Polypropylene, Polyvinyl chloride, Others), By Printing Ink (Water-based ink, UV-curable ink, Solvent-based ink), By End-user Industry (Food & beverages, Consumer durables, Transportation & logistics, Others), and Regional Forecasts 2022-2028

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Abstracts

Global Printed Tape Market is valued at approximately USD 28.78 Billion in 2021 and is anticipated to grow with a healthy growth rate of more than 6.08% over the forecast period 2022-2028. Printed Tapes are the tapes on which printing is done that are usually adopted for advertising or a company's name promotion. These tapes highlight the company's name and logo and offer ease of identification to the population. These tapes make the product or merchandise aesthetically attractive and present prompt recognition of the packaged product. The growing trend of digital printing, increasing demand for aesthetic appeal and innovative printing styles, and growing need for sustainable printing majorly by the end-user industry such as transportation & logistics, food & beverages, and consumer goods are augmenting the market growth around the world. For instance, in November 2021, Ahlstrom-Munksj? extended its offering of sustainable tape backing solutions by introducing a complete product range for pressure-sensitive packaging tape applications. MasterTape Pack is a sustainable fiber-based

alternative to plastic packaging tapes that comprise high bio-based contents. However, the required high capital investment and fluctuations in the prices of raw materials impede the growth of the market over the forecast period of 2022-2028. Also, the emergence of new technologies in the printing industry is anticipated to act as a catalyzing factor for the market demand during the forecast period.

The key regions considered for the Global Printed Tape Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. Asia-Pacific is the leading region across the world in terms of market share owing to the growth of the emerging economies, and the presence of leading manufacturers and suppliers of printing materials and equipment. Whereas, Europe is also anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as the growing need for sustainable printing, coupled with the increasing demand for aesthetic looks and innovative printing styles would create lucrative growth prospects for the Printed Tape Market across the Europe region.

Major market players included in this report are:

Hewlett-Packard Development Company
E.I. du Pont de Nemours and Company
Quad/Graphics Inc.
Xerox Corporation
RR Donnelley & Sons Company
Canon U.S.A., Inc.
W.S. Packaging Group
DuPont de Nemours, Inc.
3M
Lixin Adhesive Technology (Shanghai) Co.

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 Product Type

Hot melt carton sealing tape

Acrylic carton sealing tape

Natural rubber carton sealing tape

By Mechanism

Flexography

Lithography

Digital printing

Screen printing

Gravure

Others

By Material

Polypropylene

Polyvinyl chloride

Others

By Printing Ink

Water-based ink

UV-curable ink

Solvent-based ink

By End-user Industry

Food & beverages

Consumer durables

Transportation & logistics

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, 2020
Base year – 2021
Forecast period – 2022 to 2028

Target Audience of the Global Printed Tape 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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