

Global Shrink & Stretch Sleeve Labels Market Size Study, by Material (PVC, PET-G, PE, OPS), by Type (Shrink Sleeves, Stretch Sleeves), by Embellishing Type (Hot Foil, Cold Foil), by End-use (Food, Soft Drinks, Alcoholic Drinks, Personal Care & Cosmetics, Healthcare) and Regional Forecasts 2022-2032

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Abstracts

The Global Shrink & Stretch Sleeve Labels Market is valued at approximately USD 15.2 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 5.50% over the forecast period 2024-2032. Shrink and stretch sleeve labels have revolutionized the packaging industry, offering versatility, vibrant aesthetics, and exceptional durability. These labels conform seamlessly to containers of various shapes and sizes, ensuring a sleek appearance and maximizing brand visibility. Widely utilized across sectors like food, beverages, healthcare, and personal care, these innovative labels have become indispensable for delivering a premium consumer experience.

A surge in demand for sustainable and recyclable materials is a key driver propelling the growth of this market. The rising consumer inclination toward eco-friendly packaging solutions has nudged companies to innovate and adopt materials like PET-G and PE. Additionally, advancements in embellishment technologies, including hot foil and cold foil stamping, have elevated the visual appeal of shrink and stretch labels, capturing consumer attention and enhancing shelf impact. However, challenges such as the high costs of specialized printing equipment and the technical expertise required for precise label application may impede market growth.

North America and Europe have established themselves as leaders in the global shrink and stretch sleeve labels market, primarily driven by stringent packaging standards and

a strong emphasis on sustainable practices. Meanwhile, the Asia-Pacific region is poised for the fastest growth during the forecast period, fueled by rapid industrialization, increasing disposable incomes, and burgeoning demand from the food and beverage industries in countries like China and India.

The competitive landscape is marked by the presence of global and regional players striving for market dominance through innovative product offerings, partnerships, and strategic acquisitions. Companies are heavily investing in research and development to create advanced labeling solutions that meet the evolving demands of end-users while adhering to environmental regulations.

Major market players included in this report are:

Avery Dennison Corporation

Berry Global Inc.

Amcor Plc

CCL Industries Inc.

Multi-Color Corporation

Kl?ckner Pentaplast Group

WestRock Company

Fuji Seal International, Inc.

Huhtamaki Oyj

Coveris Holdings S.A.

Siegwerk Druckfarben AG & Co. KGaA

Fort Dearborn Company

CC Flexible Packaging

DOW Inc.

Macfarlane Group PLC

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

By Material:

PVC

PET-G

PE

OPS

By Type:

Shrink Sleeves

Stretch Sleeves

By Embellishing Type:

Hot Foil

Cold Foil

By End-use:

Food

Soft Drinks

Alcoholic Drinks

Personal Care & Cosmetics

Healthcare

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:

Market estimates and forecasts for 10 years, from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approaches.

Demand-side and supply-side analysis of the market.

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