

# Global Label Market: Trends & Opportunities (2012-2017)

<https://marketpublishers.com/r/GA651F5CC6EEN.html>

Date: March 2013

Pages: 64

Price: US\$ 750.00 (Single User License)

ID: GA651F5CC6EEN

## Abstracts

### Scope of the Report

The report titled “Global Label Market: Trends & Opportunities (2012-2017)” offers an in-depth analysis of the global as well as regional markets of Europe, Asia-Pacific, North and South American label market, with detailed discussion on demand of labels. Growth of the label market as well as the segments including pressure sensitive labels, glue-applies labels, sleeve labels and in-mold labels has been projected taking into consideration various aspects like previous growth patterns, the current trends and the growth drivers and challenges.

The key market challenges recognized by the analysts and the major trends of the global label market are presented in the report. Further, key players of the market including Avery Dennison Corporation, Bemis Company Incorporation, CCL Industries Corporation, Multi-Color Corporation and Lintec Corporation have been profiled and their business strategies analyzed in the report.

### Segment Coverage

Pressure Sensitive Labels

Glue-Applied Labels

Sleeve Labels

In-Mold Labels

## **Geographical Coverage**

Europe

North America

South America

Asia-Pacific

## **Company Coverage**

Avery Dennison Corporation

Bemis Company Incorporated

UPM Raflatac Corporation

CCL Industries Corporation

Multi-Color Corporation

Lintec Corporation

## **Executive Summary**

The Label market has witnessed an unprecedented growth in the emerging markets such as India, China and South America among others, chiefly due to an increase in the population and the per capita income of the consumers. The demographic and lifestyle changes also drive the global label market. Asia-Pacific region have the largest share in the overall label market, followed by Europe, North America and South America.

The label market is classified into Pressure sensitive, Glue-applied, In-mold and Sleeve labels. Among these segments glue applied labels has shown remarkable growth in the Asia Pacific region but the pressure sensitive labels holds immense business opportunities, applicability and scope than glue applied labels. In the beverage industry, glue applied technologies are being increasingly substituted by pressure sensitive

technologies. Apart from flexibility in label sizes, visually appealing graphics and more complicated label shapes, pressure sensitive labels are more in demand than glue applied labels. Pressure sensitive together with glue-applied labels have over 75% share of the aggregate label market.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. UNDERSTANDING LABEL MARKET**

### **3. GLOBAL LABEL MARKET ANALYSIS: SHARE BY SEGMENT AND GEOGRAPHY**

3.1. Market Share: By Segments

3.2. Market Share: By Regions

### **4. GLOBAL LABEL MARKET: SEGMENT ANALYSIS**

4.1. Pressure Sensitive Labels

4.1.1. Pressure Sensitive Labels: Market Sizing and Growth – Actual

4.1.2. Pressure Sensitive Labels: Market Sizing and Growth – Forecast

4.2. Glue-Applied Labels

4.2.1. Glue Applied Labels: Market Sizing and Growth – Actual

4.2.2. Glue Applied Labels: Market Sizing and Growth – Forecast

4.3. Sleeve Labels

4.3.1. Sleeve Labels: Market Sizing and Growth – Actual

4.3.2. Sleeve Labels: Market Sizing and Growth – Forecast

4.4. In-Mold Labels

4.4.1. In-Mold Labels: Market Sizing and Growth – Actual

4.4.2. In-Mold Labels: Market Sizing and Growth – Forecast

### **5. LABEL MARKET: REGIONAL ANALYSIS**

5.1. European Label Market

5.2. North American Label Market

5.3. South American Label Market

5.4. Asia-Pacific Label Market

### **6. GLOBAL LABEL MARKET: DRIVERS AND CHALLENGES**

6.1 Drivers

6.1.1. Increasing Urban population

6.1.2. Increasing Consumer Income

- 6.1.3. Economic Conditions
- 6.2. Challenges

## **7. LABEL MARKET TRENDS**

- 7.1. Growth of Digital Printing
- 7.2. New emerging markets more open to foreign global competition
- 7.3. Digital Inkjet Technology

## **8. COMPETITIVE LANDSCAPE**

## **9. COMPANY ANALYSIS**

- 9.1. Avery Dennison Corporation
  - 9.1.1. Business Description
  - 9.1.2. Business Strategy
- 9.2. Bemis Company Incorporated
  - 9.2.1. Business Description
  - 9.2.2. Business Strategy
- 9.3. UPM Raflatac Corporation
  - 9.3.1. Business Description
  - 9.3.2. Business Strategy
- 9.4. CCL Industries Corporation
  - 9.4.1. Business Description
  - 9.4.2. Business Strategy
- 9.5. Multi-Color Corporation
  - 9.5.1. Business Description
  - 9.5.2. Business Strategy
- 9.6. Lintec Corporation
  - 9.6.1. Business Description
  - 9.6.2. Business Strategy

## **10. ABOUT US**

## List Of Figures

### LIST OF FIGURES

Figure 1: Global Label Market, Market Size, By Volume, 2007-11 (Billion Square Meter)

Figure 2: Global Label Market Forecast, Market Size, By Volume, 2012-17 (Billion Square Meter)

Figure 3: Pressure Sensitive Label Market, Market Size, By Volume, 2007-11 (Billion Square Meter)

Figure 4: Pressure Sensitive Label Market Forecast, Market Size, By Volume, 2012-17 (Billion Square Meter)

Figure 5: Glue-Applied Label Market, Market Size, By Volume, 2007-11 (Billion Square Meter)

Figure 6: Glue-Applied Label Market Forecast, Market Size, By Volume, 2012-17 (Billion Square Meter)

Figure 7: Sleeve Label Market, Market Size, By Volume, 2007-11 (Billion Square Meter)

Figure 8: Sleeve Label Market Forecast, Market Size, By Volume, 2012-17 (Billion Square Meter)

Figure 9: Global Label Market- In-Mold Label, Market Size, By Volume, 2007-11 (Billion Square Meter)

Figure 10: Global Label Market Forecast- In-Mold Label, Market Size, By Volume, 2012-17 (Billion Square Meter)

Figure 11: Global Market Share, By Segments, By Volume, 2011

Figure 12: Global Market Share Forecast, By Segments, By Volume, 2017

Figure 13: Global Market Share, By Region, By Volume 2011

Figure 14: Global Market Share Forecast, By Region, By Volume, 2017

Figure 15: European Label Market, Market Size, By Volume, 2007-11 (Billion Square Meter)

Figure 16: European Label Market Forecast, Market Size, By Volume, 2012-17 (Billion Square Meter)

Figure 17: European Market Share, By Segments, By Volume, 2011

Figure 18: North American Label Market, Market Size, By Volume, 2007-11 (Billion Square Meter)

Figure 19: North American Label Market Forecast, Market Size, By Volume, 2012-17 (Billion Square Meter)

Figure 20: North America- Market Share, By Segments, By Volume, 2011

Figure 21: South America- Label Market, Market Size, By Volume, 2007-11 (Billion Square Meter)

Figure 22: South America- Label Market Forecast, Market Size, By Volume, 2012-17

(Billion Square Meter)

Figure 23: South America - Market Share, By Segments, By Volume, 2011

Figure 24: Asia Pacific- Label Market, Market Size, By Volume, 2007-11 (Billion Square Meter)

Figure 25: Asia Pacific- Label Market Forecast, Market Size, By Volume, 2012-17 (Billion Square Meter)

Figure 26: Asia Pacific - Market Share, By Segments, By Volume, 2011

Figure 27: Global Urban Population, 2005-11 (Billions)

Figure 28: Increasing Global GDP Per Capita, 2003-11 (US\$)

Figure 29: Global GDP, 2006-11 (US\$ Trillion)

## List Of Tables

### LIST OF TABLES

Table 1: Leading Players in the Global label Market, 2011 (US\$ Million)



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