

# Global Pressure Sensitive Label Market: Trends & Opportunities (2015-2019)

<https://marketpublishers.com/r/G0FE7FA34E8EN.html>

Date: July 2015

Pages: 65

Price: US\$ 1,000.00 (Single User License)

ID: G0FE7FA34E8EN

## Abstracts

### Scope of the report

The report titled “Global Pressure Sensitive Label Market: Trends and Opportunities (2015-2019)” provides an insight into the pressure sensitive labels used for labeling products of various industries. The report assesses the global pressure sensitive labels market over the years with detailed analysis. This research report also involves a regional analysis and markets in different parts of the world. The report also discusses key factors driving growth of the industry, major trends and challenges faced by manufacturers of pressure sensitive adhesives with a major focus on labels. Further, major producers like CCL Industries, Bemis Company, UPM Raflatac, Avery Dennison and Multi-Color Corporation are also analyzed in the report.

### Company coverage

CCL Industries

Avery Dennison

Bemis Company

UPM Raflatac

Muti-color Corporation

### Regional Coverage

North America

Asia-Pacific

Europe

## Executive Summary

The pressure sensitive labels just need some amount of pressure to stick to the product and do not require any heat, acid or chemical solvent. Also called self-adhesive labels because of their property of sticking easily, pressure sensitive labels can be classified as peelable, ultra-peelable and permanent pressure sensitive labels depending upon the strength of adhesives.

The major growth drivers for the pressure sensitive labels industry include the growth of urbanization and the increase in per-capita income. The rise in the income leads to increase of disposable income which further results in improvement in their standard of living. Then people buy more of electronic goods and automotive products and spending on food and beverages also increases. All this leads to increase in demand for labels. Besides this the increase in demand for beer and other alcoholic beverages is one of the major growth drivers for the industry.

The growing demand for flexible packaging and pouches which do not use pressure sensitive labels is a major challenge for the pressure sensitive labels. Moreover the price for various raw materials like paper, film and ink used for making labels has increased and this leads to a decrease in the profit margins of the label manufacturers.

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