

# Global Pressure Sensitive Tapes (PSAs) Market 2023-2029

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## Abstracts

Pressure-sensitive tapes (PSAs) are adhesive tapes that are widely used in various industries for packaging, binding, and mounting applications. These tapes have an adhesive layer that sticks to surfaces with light pressure and do not require water, heat, or solvents to activate. The global pressure sensitive tapes market size is projected to grow by USD 18.0 billion from 2023 to 2029, registering a CAGR of 3.97 percent, according to the latest market data.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global pressure sensitive tapes market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the product, technology, backing materials, adhesive chemistry, application, and region. The global market for pressure sensitive tapes can be segmented by product: specialty tapes, packaging tapes, consumer tapes. Globally, the packaging tapes segment made up the largest share of the pressure sensitive tapes market. Pressure sensitive tapes market is further segmented by technology: hot melt, water-based, solvent-based, radiation-cured. The water-based segment captured the largest share of the market in 2022. Based on backing materials, the pressure sensitive tapes market is segmented into: woven/non-woven, PVC, PP, PET, metal, foam, others. According to the research, the woven/non-woven segment had the largest share in the global pressure sensitive tapes market. On the basis of adhesive chemistry, the pressure sensitive tapes market also can be divided into: acrylic, rubber, silicone,

others. The rubber segment held the largest revenue share in 2022. Pressure sensitive tapes market by application is categorized into: automotive, white goods, electronics, electrical, construction, paper & printing, medical, hygiene, retail & graphics, others. The pressure sensitive tapes market by region can be segmented into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America.

### Market Segmentation

By product: specialty tapes, packaging tapes, consumer tapes

By technology: hot melt, water-based, solvent-based, radiation-cured

By backing materials: woven/non-woven, PVC, PP, PET, metal, foam, others

By adhesive chemistry: acrylic, rubber, silicone, others

By application: automotive, white goods, electronics, electrical, construction, paper & printing, medical, hygiene, retail & graphics, others

By region: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America

The global pressure sensitive tapes market report offers detailed information on several market vendors, including Nitto Denko Corporation, tesa SE, Saint Gobain SA, Avery Dennison Corporation, The 3M Company, among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

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### Scope of the Report

To analyze and forecast the market size of the global pressure sensitive tapes market.

To classify and forecast the global pressure sensitive tapes market based on product, technology, backing materials, adhesive chemistry, application, region.

To identify drivers and challenges for the global pressure sensitive tapes market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global pressure sensitive tapes market.

To identify and analyze the profile of leading players operating in the global pressure sensitive tapes market.

### Why Choose This Report

Gain a reliable outlook of the global pressure sensitive tapes market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.  
Print authentication provided for the single-user license.

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tesa SE  
Saint Gobain SA  
Avery Dennison Corporation

The 3M Company

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