

Global Print Label Market 2024

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Abstracts

The print label market encompasses various materials, such as paper, plastic film, cloth, metal, or other materials, that are affixed to containers or products to provide printed information or symbols. These labels can also have information directly printed on the container or article. In 2023, the flexography segment held the largest market share in the print label industry. The market for flexography labels was estimated at USD 17.9 billion in 2023 and is projected to reach USD 23.2 billion by 2029, with a compound annual growth rate (CAGR) of 3.8% during the forecast period.

Flexography is a printing process that utilizes pliable relief or raised image plates. Unlike the rotogravure printing process that employs etched metal cylinders, flexo label printing uses rubber or polymer plastic plates, making flexo plates more flexible and cost-effective compared to the rigid metal tubes used in gravure. Significant innovations in the prepress, press parts, and ink technologies have contributed to the growth of the flexography label market.

On the other hand, the inkjet segment is expected to witness the fastest-growing CAGR over the forecast period. Moving on to label formats, the pressure-sensitive labels (PSL) segment held the largest market share in 2023. The market for pressure-sensitive labels was estimated at USD 16.7 billion in 2023 and is projected to reach USD 22.8 billion by 2029, with a CAGR of 4.6% during the forecast period. Pressure-sensitive labels consist of five layers, including liner, release coat, adhesive, face stock, and topcoat. They are similar to high-tech stickers and can use various materials like paper, film, and foil, offering the flexibility to produce vibrant colors using different inks. However, the linerless labels segment is expected to exhibit the fastest-growing CAGR over the forecast period.

In terms of industry segments, the beverage industry held the largest market share in 2023 and is projected to be the fastest-growing segment, with a CAGR of 4.8% during

the forecast period. The market for print labeling in the beverage industry was estimated at USD 13.3 billion in 2023 and is expected to reach USD 18.5 billion by 2029. This growth can be attributed to the increasing trend of personalized labeling in the beverage industry, as manufacturers seek new ways to present their products and establish unique brand identities. Consequently, there is a continuous need for the development and expansion of new labeling technologies.

The Asia-Pacific region dominated the print label market in 2023 and is anticipated to witness the highest growth rate during the forecast period. The market in the Asia-Pacific region was estimated at USD 22.1 billion in 2023 and is projected to reach USD 30.5 billion by 2029, with a CAGR of 4.7%. China, being the largest economy in the region, has attracted significant interest from companies operating in the print label industry.

This comprehensive industry report provides market estimates and forecasts, accompanied by a detailed examination of the print process, label format, application, and region aspects. It delivers a quantitative analysis of the market, empowering stakeholders to leverage existing market opportunities. Furthermore, the report identifies key segments for potential opportunities and strategies, drawing insights from market trends and the approaches of leading competitors.

The global baby bottle market has been extensively analyzed by categorizing it according to various sub-segments in order to provide accurate forecasts of industry size and assess trends within specific areas.

The global market for print label can be segmented by print process: offset printing, gravure, flexography, screen, letterpress, electrophotography, inkjet. Flexography held the highest share in the global print label market. However, the inkjet segment is forecast to register the highest CAGR during the forecast period 2024 %li%2030.

Print label market is further segmented by label format: wet-glue labels, pressure-sensitive labels, linerless labels, multi-part tracking labels, in-mold labels, sleeves. Pressure-sensitive labels held the highest share in the global print label market. However, the linerless labels segment is forecast to register the highest CAGR during the forecast period 2024 %li%2030.

Based on application, the print label market is segmented into: food, beverage, medical, personal care, household, industrial, logistics, others. Beverage held the largest share in the global print label market, accounting for 28.4% of the market in 2023. Moreover,

the segment is anticipated to grow at the highest CAGR in the coming years.

On the basis of region, the print label market also can be divided into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. Asia-Pacific held the largest share in the global print label market, accounting for 47.2% of the market in 2023. Moreover, the region is anticipated to grow at the highest CAGR in the coming years.

The report also provides a detailed analysis of several leading print label market vendors that include 3M Company, Ahlstrom-munksj? Oyj, Al Ghurair Group, Autajon Group, Avery Dennison Corporation, Brady Corporation, CCL Industries Inc., Cenevo, Inc, Clondalkin Group Holdings B.V., Constantia Flexibles Group GmbH, Coveris Group, ePac Holdings, LLC, Fedrigoni S.p.A., Fuji Seal International Inc., Huhtamaki Oyj, Mativ Holdings, Inc., Mondi Group, Multi Color Corporation, R.R. Donnelley & Sons Company, SATO Holdings Corporation, Taylor Corporation, Westrock Company, among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

Why Choose This Report

Gain a reliable outlook of the global print label market forecasts from 2024 to 2030 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.

Market Segments Covered in Global Print Label Industry Analysis:

i.) Print process

Offset printing

Gravure

Flexography

Screen

Letterpress

Electrophotography

Inkjet

ii.) Label format

Wet-glue labels

Pressure-sensitive labels

Linerless labels

Multi-part tracking labels

In-mold labels

Sleeves

iii.) Application

Food

Beverage

Medical

Personal care

Household

Industrial

Logistics

Others

iv.) Region

North America

Europe

Asia-Pacific

MEA (Middle East and Africa)

Latin America

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