

Global Direct Thermal Printing Film Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Direct Thermal Printing Film market size was valued at US\$ 428 million in 2024 and is forecast to a readjusted size of USD 622 million by 2031 with a CAGR of 5.6% during review period.

DTP films are films with a proprietary coating which enables the formation of an image or impression on the films upon contact with the heated print head of a thermal printer. A protective layer is generally applied to protect the coated surface from mechanical abrasion, damage due to climatic factors or chemical products etc.

Major manufacturers of Direct Thermal Printing Film worldwide include Cosmo Films, Mondi Group, Avery Dennison, LINTEC and Bizerba, which were among the Top 5 in terms of global market share by revenue in 2019, accounting for 33.30% of the total. North America (especially the United States), Europe and the Asia-Pacific region are the major consumer markets for Direct Thermal Printing Film, among which the United States accounted for nearly 30% of the total global consumption in 2019, ranking first.

In 2019, the global revenue share of white ones is 71.39%, far higher than that of transparent ones, another major product type of Direct Thermal Printing Film. It is expected that the share of white ones will slowly decline.

This report is a detailed and comprehensive analysis for global Direct Thermal Printing Film market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and

product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Direct Thermal Printing Film market size and forecasts, in consumption value (\$ Million), sales quantity (K Rolls), and average selling prices (USD/Roll), 2020-2031

Global Direct Thermal Printing Film market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Rolls), and average selling prices (USD/Roll), 2020-2031

Global Direct Thermal Printing Film market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Rolls), and average selling prices (USD/Roll), 2020-2031

Global Direct Thermal Printing Film market shares of main players, shipments in revenue (\$ Million), sales quantity (K Rolls), and ASP (USD/Roll), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Direct Thermal Printing Film
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Direct Thermal Printing Film market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Cosmo Films, Mondi Group, LINTEC, Tech Labels, Ricoh, Smith & McLaurin, Avery Dennison, Green Bay Packaging, Honeywell, Able Label, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Direct Thermal Printing Film market is split by Type and by Application. For the period

2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

White Thermal Printing Film

Transparent Thermal Printing Film

Market segment by Application

Cosmetics and Personal Care

Pharmaceutical

Food and Beverage

Luggage Tags

Major players covered

Cosmo Films

Mondi Group

LINTEC

Tech Labels

Ricoh

Smith & McLaurin

Avery Dennison

Green Bay Packaging

Honeywell

Able Label

Bizerba

Jujo Thermal

Market segment by region, regional analysis covers
North America (United States, Canada, and Mexico)
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)
South America (Brazil, Argentina, Colombia, and Rest of South America)
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Direct Thermal Printing Film product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Direct Thermal Printing Film, with price, sales quantity, revenue, and global market share of Direct Thermal Printing Film from 2020 to 2025.

Chapter 3, the Direct Thermal Printing Film competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Direct Thermal Printing Film breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales

quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Direct Thermal Printing Film market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Direct Thermal Printing Film.

Chapter 14 and 15, to describe Direct Thermal Printing Film sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Direct Thermal Printing Film Consumption Value by Type: 2020 Versus 2024 Versus 2031

1.3.2 White Thermal Printing Film

1.3.3 Transparent Thermal Printing Film

1.4 Market Analysis by Application

1.4.1 Overview: Global Direct Thermal Printing Film Consumption Value by Application: 2020 Versus 2024 Versus 2031

1.4.2 Cosmetics and Personal Care

1.4.3 Pharmaceutical

1.4.4 Food and Beverage

1.4.5 Luggage Tags

1.5 Global Direct Thermal Printing Film Market Size & Forecast

1.5.1 Global Direct Thermal Printing Film Consumption Value (2020 & 2024 & 2031)

1.5.2 Global Direct Thermal Printing Film Sales Quantity (2020-2031)

1.5.3 Global Direct Thermal Printing Film Average Price (2020-2031)

2 MANUFACTURERS PROFILES

2.1 Cosmo Films

2.1.1 Cosmo Films Details

2.1.2 Cosmo Films Major Business

2.1.3 Cosmo Films Direct Thermal Printing Film Product and Services

2.1.4 Cosmo Films Direct Thermal Printing Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.1.5 Cosmo Films Recent Developments/Updates

2.2 Mondi Group

2.2.1 Mondi Group Details

2.2.2 Mondi Group Major Business

2.2.3 Mondi Group Direct Thermal Printing Film Product and Services

2.2.4 Mondi Group Direct Thermal Printing Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.2.5 Mondi Group Recent Developments/Updates

2.3 LINTEC

2.3.1 LINTEC Details

2.3.2 LINTEC Major Business

2.3.3 LINTEC Direct Thermal Printing Film Product and Services

2.3.4 LINTEC Direct Thermal Printing Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.3.5 LINTEC Recent Developments/Updates

2.4 Tech Labels

2.4.1 Tech Labels Details

2.4.2 Tech Labels Major Business

2.4.3 Tech Labels Direct Thermal Printing Film Product and Services

2.4.4 Tech Labels Direct Thermal Printing Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.4.5 Tech Labels Recent Developments/Updates

2.5 Ricoh

2.5.1 Ricoh Details

2.5.2 Ricoh Major Business

2.5.3 Ricoh Direct Thermal Printing Film Product and Services

2.5.4 Ricoh Direct Thermal Printing Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.5.5 Ricoh Recent Developments/Updates

2.6 Smith & McLaurin

2.6.1 Smith & McLaurin Details

2.6.2 Smith & McLaurin Major Business

2.6.3 Smith & McLaurin Direct Thermal Printing Film Product and Services

2.6.4 Smith & McLaurin Direct Thermal Printing Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.6.5 Smith & McLaurin Recent Developments/Updates

2.7 Avery Dennison

2.7.1 Avery Dennison Details

2.7.2 Avery Dennison Major Business

2.7.3 Avery Dennison Direct Thermal Printing Film Product and Services

2.7.4 Avery Dennison Direct Thermal Printing Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.7.5 Avery Dennison Recent Developments/Updates

2.8 Green Bay Packaging

2.8.1 Green Bay Packaging Details

2.8.2 Green Bay Packaging Major Business

2.8.3 Green Bay Packaging Direct Thermal Printing Film Product and Services

2.8.4 Green Bay Packaging Direct Thermal Printing Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.8.5 Green Bay Packaging Recent Developments/Updates

2.9 Honeywell

2.9.1 Honeywell Details

2.9.2 Honeywell Major Business

2.9.3 Honeywell Direct Thermal Printing Film Product and Services

2.9.4 Honeywell Direct Thermal Printing Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.9.5 Honeywell Recent Developments/Updates

2.10 Able Label

2.10.1 Able Label Details

2.10.2 Able Label Major Business

2.10.3 Able Label Direct Thermal Printing Film Product and Services

2.10.4 Able Label Direct Thermal Printing Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.10.5 Able Label Recent Developments/Updates

2.11 Bizerba

2.11.1 Bizerba Details

2.11.2 Bizerba Major Business

2.11.3 Bizerba Direct Thermal Printing Film Product and Services

2.11.4 Bizerba Direct Thermal Printing Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.11.5 Bizerba Recent Developments/Updates

2.12 Jujo Thermal

2.12.1 Jujo Thermal Details

2.12.2 Jujo Thermal Major Business

2.12.3 Jujo Thermal Direct Thermal Printing Film Product and Services

2.12.4 Jujo Thermal Direct Thermal Printing Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.12.5 Jujo Thermal Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: DIRECT THERMAL PRINTING FILM BY MANUFACTURER

3.1 Global Direct Thermal Printing Film Sales Quantity by Manufacturer (2020-2025)

3.2 Global Direct Thermal Printing Film Revenue by Manufacturer (2020-2025)

3.3 Global Direct Thermal Printing Film Average Price by Manufacturer (2020-2025)

3.4 Market Share Analysis (2024)

3.4.1 Producer Shipments of Direct Thermal Printing Film by Manufacturer Revenue (\$MM) and Market Share (%): 2024

3.4.2 Top 3 Direct Thermal Printing Film Manufacturer Market Share in 2024

3.4.3 Top 6 Direct Thermal Printing Film Manufacturer Market Share in 2024

3.5 Direct Thermal Printing Film Market: Overall Company Footprint Analysis

3.5.1 Direct Thermal Printing Film Market: Region Footprint

3.5.2 Direct Thermal Printing Film Market: Company Product Type Footprint

3.5.3 Direct Thermal Printing Film Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global Direct Thermal Printing Film Market Size by Region

4.1.1 Global Direct Thermal Printing Film Sales Quantity by Region (2020-2031)

4.1.2 Global Direct Thermal Printing Film Consumption Value by Region (2020-2031)

4.1.3 Global Direct Thermal Printing Film Average Price by Region (2020-2031)

4.2 North America Direct Thermal Printing Film Consumption Value (2020-2031)

4.3 Europe Direct Thermal Printing Film Consumption Value (2020-2031)

4.4 Asia-Pacific Direct Thermal Printing Film Consumption Value (2020-2031)

4.5 South America Direct Thermal Printing Film Consumption Value (2020-2031)

4.6 Middle East & Africa Direct Thermal Printing Film Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

5.1 Global Direct Thermal Printing Film Sales Quantity by Type (2020-2031)

5.2 Global Direct Thermal Printing Film Consumption Value by Type (2020-2031)

5.3 Global Direct Thermal Printing Film Average Price by Type (2020-2031)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Direct Thermal Printing Film Sales Quantity by Application (2020-2031)

6.2 Global Direct Thermal Printing Film Consumption Value by Application (2020-2031)

6.3 Global Direct Thermal Printing Film Average Price by Application (2020-2031)

7 NORTH AMERICA

7.1 North America Direct Thermal Printing Film Sales Quantity by Type (2020-2031)

7.2 North America Direct Thermal Printing Film Sales Quantity by Application

(2020-2031)

7.3 North America Direct Thermal Printing Film Market Size by Country

7.3.1 North America Direct Thermal Printing Film Sales Quantity by Country

(2020-2031)

7.3.2 North America Direct Thermal Printing Film Consumption Value by Country

(2020-2031)

7.3.3 United States Market Size and Forecast (2020-2031)

7.3.4 Canada Market Size and Forecast (2020-2031)

7.3.5 Mexico Market Size and Forecast (2020-2031)

8 EUROPE

8.1 Europe Direct Thermal Printing Film Sales Quantity by Type (2020-2031)

8.2 Europe Direct Thermal Printing Film Sales Quantity by Application (2020-2031)

8.3 Europe Direct Thermal Printing Film Market Size by Country

8.3.1 Europe Direct Thermal Printing Film Sales Quantity by Country (2020-2031)

8.3.2 Europe Direct Thermal Printing Film Consumption Value by Country (2020-2031)

8.3.3 Germany Market Size and Forecast (2020-2031)

8.3.4 France Market Size and Forecast (2020-2031)

8.3.5 United Kingdom Market Size and Forecast (2020-2031)

8.3.6 Russia Market Size and Forecast (2020-2031)

8.3.7 Italy Market Size and Forecast (2020-2031)

9 ASIA-PACIFIC

9.1 Asia-Pacific Direct Thermal Printing Film Sales Quantity by Type (2020-2031)

9.2 Asia-Pacific Direct Thermal Printing Film Sales Quantity by Application (2020-2031)

9.3 Asia-Pacific Direct Thermal Printing Film Market Size by Region

9.3.1 Asia-Pacific Direct Thermal Printing Film Sales Quantity by Region (2020-2031)

9.3.2 Asia-Pacific Direct Thermal Printing Film Consumption Value by Region

(2020-2031)

9.3.3 China Market Size and Forecast (2020-2031)

9.3.4 Japan Market Size and Forecast (2020-2031)

9.3.5 South Korea Market Size and Forecast (2020-2031)

9.3.6 India Market Size and Forecast (2020-2031)

9.3.7 Southeast Asia Market Size and Forecast (2020-2031)

9.3.8 Australia Market Size and Forecast (2020-2031)

10 SOUTH AMERICA

- 10.1 South America Direct Thermal Printing Film Sales Quantity by Type (2020-2031)
- 10.2 South America Direct Thermal Printing Film Sales Quantity by Application (2020-2031)
- 10.3 South America Direct Thermal Printing Film Market Size by Country
 - 10.3.1 South America Direct Thermal Printing Film Sales Quantity by Country (2020-2031)
 - 10.3.2 South America Direct Thermal Printing Film Consumption Value by Country (2020-2031)
 - 10.3.3 Brazil Market Size and Forecast (2020-2031)
 - 10.3.4 Argentina Market Size and Forecast (2020-2031)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Direct Thermal Printing Film Sales Quantity by Type (2020-2031)
- 11.2 Middle East & Africa Direct Thermal Printing Film Sales Quantity by Application (2020-2031)
- 11.3 Middle East & Africa Direct Thermal Printing Film Market Size by Country
 - 11.3.1 Middle East & Africa Direct Thermal Printing Film Sales Quantity by Country (2020-2031)
 - 11.3.2 Middle East & Africa Direct Thermal Printing Film Consumption Value by Country (2020-2031)
 - 11.3.3 Turkey Market Size and Forecast (2020-2031)
 - 11.3.4 Egypt Market Size and Forecast (2020-2031)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)
 - 11.3.6 South Africa Market Size and Forecast (2020-2031)

12 MARKET DYNAMICS

- 12.1 Direct Thermal Printing Film Market Drivers
- 12.2 Direct Thermal Printing Film Market Restraints
- 12.3 Direct Thermal Printing Film Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes
 - 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Direct Thermal Printing Film and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Direct Thermal Printing Film
- 13.3 Direct Thermal Printing Film Production Process
- 13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Direct Thermal Printing Film Typical Distributors
- 14.3 Direct Thermal Printing Film Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Direct Thermal Printing Film Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Direct Thermal Printing Film Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Cosmo Films Basic Information, Manufacturing Base and Competitors

Table 4. Cosmo Films Major Business

Table 5. Cosmo Films Direct Thermal Printing Film Product and Services

Table 6. Cosmo Films Direct Thermal Printing Film Sales Quantity (K Rolls), Average Price (USD/Roll), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. Cosmo Films Recent Developments/Updates

Table 8. Mondi Group Basic Information, Manufacturing Base and Competitors

Table 9. Mondi Group Major Business

Table 10. Mondi Group Direct Thermal Printing Film Product and Services

Table 11. Mondi Group Direct Thermal Printing Film Sales Quantity (K Rolls), Average Price (USD/Roll), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. Mondi Group Recent Developments/Updates

Table 13. LINTEC Basic Information, Manufacturing Base and Competitors

Table 14. LINTEC Major Business

Table 15. LINTEC Direct Thermal Printing Film Product and Services

Table 16. LINTEC Direct Thermal Printing Film Sales Quantity (K Rolls), Average Price (USD/Roll), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. LINTEC Recent Developments/Updates

Table 18. Tech Labels Basic Information, Manufacturing Base and Competitors

Table 19. Tech Labels Major Business

Table 20. Tech Labels Direct Thermal Printing Film Product and Services

Table 21. Tech Labels Direct Thermal Printing Film Sales Quantity (K Rolls), Average Price (USD/Roll), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. Tech Labels Recent Developments/Updates

Table 23. Ricoh Basic Information, Manufacturing Base and Competitors

Table 24. Ricoh Major Business

Table 25. Ricoh Direct Thermal Printing Film Product and Services

Table 26. Ricoh Direct Thermal Printing Film Sales Quantity (K Rolls), Average Price (USD/Roll), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. Ricoh Recent Developments/Updates

Table 28. Smith & McLaurin Basic Information, Manufacturing Base and Competitors

Table 29. Smith & McLaurin Major Business

Table 30. Smith & McLaurin Direct Thermal Printing Film Product and Services

Table 31. Smith & McLaurin Direct Thermal Printing Film Sales Quantity (K Rolls), Average Price (USD/Roll), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 32. Smith & McLaurin Recent Developments/Updates

Table 33. Avery Dennison Basic Information, Manufacturing Base and Competitors

Table 34. Avery Dennison Major Business

Table 35. Avery Dennison Direct Thermal Printing Film Product and Services

Table 36. Avery Dennison Direct Thermal Printing Film Sales Quantity (K Rolls), Average Price (USD/Roll), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 37. Avery Dennison Recent Developments/Updates

Table 38. Green Bay Packaging Basic Information, Manufacturing Base and Competitors

Table 39. Green Bay Packaging Major Business

Table 40. Green Bay Packaging Direct Thermal Printing Film Product and Services

Table 41. Green Bay Packaging Direct Thermal Printing Film Sales Quantity (K Rolls), Average Price (USD/Roll), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 42. Green Bay Packaging Recent Developments/Updates

Table 43. Honeywell Basic Information, Manufacturing Base and Competitors

Table 44. Honeywell Major Business

Table 45. Honeywell Direct Thermal Printing Film Product and Services

Table 46. Honeywell Direct Thermal Printing Film Sales Quantity (K Rolls), Average Price (USD/Roll), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 47. Honeywell Recent Developments/Updates

Table 48. Able Label Basic Information, Manufacturing Base and Competitors

Table 49. Able Label Major Business

Table 50. Able Label Direct Thermal Printing Film Product and Services

Table 51. Able Label Direct Thermal Printing Film Sales Quantity (K Rolls), Average Price (USD/Roll), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 52. Able Label Recent Developments/Updates

Table 53. Bizerba Basic Information, Manufacturing Base and Competitors

Table 54. Bizerba Major Business

Table 55. Bizerba Direct Thermal Printing Film Product and Services

Table 56. Bizerba Direct Thermal Printing Film Sales Quantity (K Rolls), Average Price (USD/Roll), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 57. Bizerba Recent Developments/Updates

Table 58. Jujo Thermal Basic Information, Manufacturing Base and Competitors

Table 59. Jujo Thermal Major Business

Table 60. Jujo Thermal Direct Thermal Printing Film Product and Services

Table 61. Jujo Thermal Direct Thermal Printing Film Sales Quantity (K Rolls), Average Price (USD/Roll), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 62. Jujo Thermal Recent Developments/Updates

Table 63. Global Direct Thermal Printing Film Sales Quantity by Manufacturer (2020-2025) & (K Rolls)

Table 64. Global Direct Thermal Printing Film Revenue by Manufacturer (2020-2025) & (USD Million)

Table 65. Global Direct Thermal Printing Film Average Price by Manufacturer (2020-2025) & (USD/Roll)

Table 66. Market Position of Manufacturers in Direct Thermal Printing Film, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 67. Head Office and Direct Thermal Printing Film Production Site of Key Manufacturer

Table 68. Direct Thermal Printing Film Market: Company Product Type Footprint

Table 69. Direct Thermal Printing Film Market: Company Product Application Footprint

Table 70. Direct Thermal Printing Film New Market Entrants and Barriers to Market Entry

Table 71. Direct Thermal Printing Film Mergers, Acquisition, Agreements, and Collaborations

Table 72. Global Direct Thermal Printing Film Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

Table 73. Global Direct Thermal Printing Film Sales Quantity by Region (2020-2025) & (K Rolls)

Table 74. Global Direct Thermal Printing Film Sales Quantity by Region (2026-2031) & (K Rolls)

Table 75. Global Direct Thermal Printing Film Consumption Value by Region (2020-2025) & (USD Million)

Table 76. Global Direct Thermal Printing Film Consumption Value by Region (2026-2031) & (USD Million)

Table 77. Global Direct Thermal Printing Film Average Price by Region (2020-2025) & (USD/Roll)

Table 78. Global Direct Thermal Printing Film Average Price by Region (2026-2031) & (USD/Roll)

Table 79. Global Direct Thermal Printing Film Sales Quantity by Type (2020-2025) & (K Rolls)

Table 80. Global Direct Thermal Printing Film Sales Quantity by Type (2026-2031) & (K

Rolls)

Table 81. Global Direct Thermal Printing Film Consumption Value by Type (2020-2025) & (USD Million)

Table 82. Global Direct Thermal Printing Film Consumption Value by Type (2026-2031) & (USD Million)

Table 83. Global Direct Thermal Printing Film Average Price by Type (2020-2025) & (USD/Roll)

Table 84. Global Direct Thermal Printing Film Average Price by Type (2026-2031) & (USD/Roll)

Table 85. Global Direct Thermal Printing Film Sales Quantity by Application (2020-2025) & (K Rolls)

Table 86. Global Direct Thermal Printing Film Sales Quantity by Application (2026-2031) & (K Rolls)

Table 87. Global Direct Thermal Printing Film Consumption Value by Application (2020-2025) & (USD Million)

Table 88. Global Direct Thermal Printing Film Consumption Value by Application (2026-2031) & (USD Million)

Table 89. Global Direct Thermal Printing Film Average Price by Application (2020-2025) & (USD/Roll)

Table 90. Global Direct Thermal Printing Film Average Price by Application (2026-2031) & (USD/Roll)

Table 91. North America Direct Thermal Printing Film Sales Quantity by Type (2020-2025) & (K Rolls)

Table 92. North America Direct Thermal Printing Film Sales Quantity by Type (2026-2031) & (K Rolls)

Table 93. North America Direct Thermal Printing Film Sales Quantity by Application (2020-2025) & (K Rolls)

Table 94. North America Direct Thermal Printing Film Sales Quantity by Application (2026-2031) & (K Rolls)

Table 95. North America Direct Thermal Printing Film Sales Quantity by Country (2020-2025) & (K Rolls)

Table 96. North America Direct Thermal Printing Film Sales Quantity by Country (2026-2031) & (K Rolls)

Table 97. North America Direct Thermal Printing Film Consumption Value by Country (2020-2025) & (USD Million)

Table 98. North America Direct Thermal Printing Film Consumption Value by Country (2026-2031) & (USD Million)

Table 99. Europe Direct Thermal Printing Film Sales Quantity by Type (2020-2025) & (K Rolls)

Table 100. Europe Direct Thermal Printing Film Sales Quantity by Type (2026-2031) & (K Rolls)

Table 101. Europe Direct Thermal Printing Film Sales Quantity by Application (2020-2025) & (K Rolls)

Table 102. Europe Direct Thermal Printing Film Sales Quantity by Application (2026-2031) & (K Rolls)

Table 103. Europe Direct Thermal Printing Film Sales Quantity by Country (2020-2025) & (K Rolls)

Table 104. Europe Direct Thermal Printing Film Sales Quantity by Country (2026-2031) & (K Rolls)

Table 105. Europe Direct Thermal Printing Film Consumption Value by Country (2020-2025) & (USD Million)

Table 106. Europe Direct Thermal Printing Film Consumption Value by Country (2026-2031) & (USD Million)

Table 107. Asia-Pacific Direct Thermal Printing Film Sales Quantity by Type (2020-2025) & (K Rolls)

Table 108. Asia-Pacific Direct Thermal Printing Film Sales Quantity by Type (2026-2031) & (K Rolls)

Table 109. Asia-Pacific Direct Thermal Printing Film Sales Quantity by Application (2020-2025) & (K Rolls)

Table 110. Asia-Pacific Direct Thermal Printing Film Sales Quantity by Application (2026-2031) & (K Rolls)

Table 111. Asia-Pacific Direct Thermal Printing Film Sales Quantity by Region (2020-2025) & (K Rolls)

Table 112. Asia-Pacific Direct Thermal Printing Film Sales Quantity by Region (2026-2031) & (K Rolls)

Table 113. Asia-Pacific Direct Thermal Printing Film Consumption Value by Region (2020-2025) & (USD Million)

Table 114. Asia-Pacific Direct Thermal Printing Film Consumption Value by Region (2026-2031) & (USD Million)

Table 115. South America Direct Thermal Printing Film Sales Quantity by Type (2020-2025) & (K Rolls)

Table 116. South America Direct Thermal Printing Film Sales Quantity by Type (2026-2031) & (K Rolls)

Table 117. South America Direct Thermal Printing Film Sales Quantity by Application (2020-2025) & (K Rolls)

Table 118. South America Direct Thermal Printing Film Sales Quantity by Application (2026-2031) & (K Rolls)

Table 119. South America Direct Thermal Printing Film Sales Quantity by Country

(2020-2025) & (K Rolls)

Table 120. South America Direct Thermal Printing Film Sales Quantity by Country
(2026-2031) & (K Rolls)

Table 121. South America Direct Thermal Printing Film Consumption Value by Country
(2020-2025) & (USD Million)

Table 122. South America Direct Thermal Printing Film Consumption Value by Country
(2026-2031) & (USD Million)

Table 123. Middle East & Africa Direct Thermal Printing Film Sales Quantity by Type
(2020-2025) & (K Rolls)

Table 124. Middle East & Africa Direct Thermal Printing Film Sales Quantity by Type
(2026-2031) & (K Rolls)

Table 125. Middle East & Africa Direct Thermal Printing Film Sales Quantity by
Application (2020-2025) & (K Rolls)

Table 126. Middle East & Africa Direct Thermal Printing Film Sales Quantity by
Application (2026-2031) & (K Rolls)

Table 127. Middle East & Africa Direct Thermal Printing Film Sales Quantity by Country
(2020-2025) & (K Rolls)

Table 128. Middle East & Africa Direct Thermal Printing Film Sales Quantity by Country
(2026-2031) & (K Rolls)

Table 129. Middle East & Africa Direct Thermal Printing Film Consumption Value by
Country (2020-2025) & (USD Million)

Table 130. Middle East & Africa Direct Thermal Printing Film Consumption Value by
Country (2026-2031) & (USD Million)

Table 131. Direct Thermal Printing Film Raw Material

Table 132. Key Manufacturers of Direct Thermal Printing Film Raw Materials

Table 133. Direct Thermal Printing Film Typical Distributors

Table 134. Direct Thermal Printing Film Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Direct Thermal Printing Film Picture

Figure 2. Global Direct Thermal Printing Film Revenue by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global Direct Thermal Printing Film Revenue Market Share by Type in 2024

Figure 4. White Thermal Printing Film Examples

Figure 5. Transparent Thermal Printing Film Examples

Figure 6. Global Direct Thermal Printing Film Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Figure 7. Global Direct Thermal Printing Film Revenue Market Share by Application in 2024

Figure 8. Cosmetics and Personal Care Examples

Figure 9. Pharmaceutical Examples

Figure 10. Food and Beverage Examples

Figure 11. Luggage Tags Examples

Figure 12. Global Direct Thermal Printing Film Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 13. Global Direct Thermal Printing Film Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 14. Global Direct Thermal Printing Film Sales Quantity (2020-2031) & (K Rolls)

Figure 15. Global Direct Thermal Printing Film Price (2020-2031) & (USD/Roll)

Figure 16. Global Direct Thermal Printing Film Sales Quantity Market Share by Manufacturer in 2024

Figure 17. Global Direct Thermal Printing Film Revenue Market Share by Manufacturer in 2024

Figure 18. Producer Shipments of Direct Thermal Printing Film by Manufacturer Sales (\$MM) and Market Share (%): 2024

Figure 19. Top 3 Direct Thermal Printing Film Manufacturer (Revenue) Market Share in 2024

Figure 20. Top 6 Direct Thermal Printing Film Manufacturer (Revenue) Market Share in 2024

Figure 21. Global Direct Thermal Printing Film Sales Quantity Market Share by Region (2020-2031)

Figure 22. Global Direct Thermal Printing Film Consumption Value Market Share by Region (2020-2031)

Figure 23. North America Direct Thermal Printing Film Consumption Value (2020-2031)

& (USD Million)

Figure 24. Europe Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 25. Asia-Pacific Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 26. South America Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 27. Middle East & Africa Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 28. Global Direct Thermal Printing Film Sales Quantity Market Share by Type (2020-2031)

Figure 29. Global Direct Thermal Printing Film Consumption Value Market Share by Type (2020-2031)

Figure 30. Global Direct Thermal Printing Film Average Price by Type (2020-2031) & (USD/Roll)

Figure 31. Global Direct Thermal Printing Film Sales Quantity Market Share by Application (2020-2031)

Figure 32. Global Direct Thermal Printing Film Revenue Market Share by Application (2020-2031)

Figure 33. Global Direct Thermal Printing Film Average Price by Application (2020-2031) & (USD/Roll)

Figure 34. North America Direct Thermal Printing Film Sales Quantity Market Share by Type (2020-2031)

Figure 35. North America Direct Thermal Printing Film Sales Quantity Market Share by Application (2020-2031)

Figure 36. North America Direct Thermal Printing Film Sales Quantity Market Share by Country (2020-2031)

Figure 37. North America Direct Thermal Printing Film Consumption Value Market Share by Country (2020-2031)

Figure 38. United States Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 39. Canada Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 40. Mexico Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 41. Europe Direct Thermal Printing Film Sales Quantity Market Share by Type (2020-2031)

Figure 42. Europe Direct Thermal Printing Film Sales Quantity Market Share by Application (2020-2031)

Figure 43. Europe Direct Thermal Printing Film Sales Quantity Market Share by Country (2020-2031)

Figure 44. Europe Direct Thermal Printing Film Consumption Value Market Share by Country (2020-2031)

Figure 45. Germany Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 46. France Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 47. United Kingdom Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 48. Russia Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 49. Italy Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 50. Asia-Pacific Direct Thermal Printing Film Sales Quantity Market Share by Type (2020-2031)

Figure 51. Asia-Pacific Direct Thermal Printing Film Sales Quantity Market Share by Application (2020-2031)

Figure 52. Asia-Pacific Direct Thermal Printing Film Sales Quantity Market Share by Region (2020-2031)

Figure 53. Asia-Pacific Direct Thermal Printing Film Consumption Value Market Share by Region (2020-2031)

Figure 54. China Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 55. Japan Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 56. South Korea Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 57. India Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 58. Southeast Asia Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 59. Australia Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 60. South America Direct Thermal Printing Film Sales Quantity Market Share by Type (2020-2031)

Figure 61. South America Direct Thermal Printing Film Sales Quantity Market Share by Application (2020-2031)

Figure 62. South America Direct Thermal Printing Film Sales Quantity Market Share by

Country (2020-2031)

Figure 63. South America Direct Thermal Printing Film Consumption Value Market Share by Country (2020-2031)

Figure 64. Brazil Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 65. Argentina Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 66. Middle East & Africa Direct Thermal Printing Film Sales Quantity Market Share by Type (2020-2031)

Figure 67. Middle East & Africa Direct Thermal Printing Film Sales Quantity Market Share by Application (2020-2031)

Figure 68. Middle East & Africa Direct Thermal Printing Film Sales Quantity Market Share by Country (2020-2031)

Figure 69. Middle East & Africa Direct Thermal Printing Film Consumption Value Market Share by Country (2020-2031)

Figure 70. Turkey Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 71. Egypt Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 72. Saudi Arabia Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 73. South Africa Direct Thermal Printing Film Consumption Value (2020-2031) & (USD Million)

Figure 74. Direct Thermal Printing Film Market Drivers

Figure 75. Direct Thermal Printing Film Market Restraints

Figure 76. Direct Thermal Printing Film Market Trends

Figure 77. Porters Five Forces Analysis

Figure 78. Manufacturing Cost Structure Analysis of Direct Thermal Printing Film in 2024

Figure 79. Manufacturing Process Analysis of Direct Thermal Printing Film

Figure 80. Direct Thermal Printing Film Industrial Chain

Figure 81. Sales Channel: Direct to End-User vs Distributors

Figure 82. Direct Channel Pros & Cons

Figure 83. Indirect Channel Pros & Cons

Figure 84. Methodology

Figure 85. Research Process and Data Source

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