

# Shrink & Stretch Sleeve Labels Market Size, Share & Trends Analysis Report By Material (PVC, PET-G, PE, OPS), By Type (Shrink Sleeves & Stretch Sleeves), By Embellishing Type, By End-use, By Region, And Segment Forecasts, 2024 - 2030

<https://marketpublishers.com/r/S7F39BA97AFDEN.html>

Date: July 2024

Pages: 150

Price: US\$ 4,950.00 (Single User License)

ID: S7F39BA97AFDEN

## Abstracts

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### Market Size & Trends

The global shrink sleeve & stretch sleeve labels market size was estimated at USD 15.12 billion in 2023 and is expected to grow at a CAGR of 5.5% from 2024 to 2030.

The global market for stretch and shrink sleeves labels is poised for growth, driven by advancements in material technology, a strong demand for aesthetically pleasing packaging, and a shift towards sustainability and smart packaging solutions.

The global stretch and shrink sleeve labels market is experiencing robust growth, driven by several key factors and emerging opportunities. One of the primary market drivers is the increasing demand for visually appealing and functional packaging. Consumers are drawn to products that stand out on the shelves and stretch and shrink sleeves provide an ideal solution with their 360-degree graphics and ability to conform to complex shapes. This has led to a surge in demand across industries such as food and beverage, personal care, and pharmaceuticals.

In terms of materials, the market is witnessing a shift towards sustainable options. Regulatory pressures and consumer preference for environmentally friendly products

are prompting manufacturers to explore bio-based and recyclable materials. For instance, there has been a rise in the adoption of Polyethylene Terephthalate Glycol (PET-G), which not only provides excellent clarity and shrinkage but is also more recyclable compared to traditional materials like PVC. This shift towards sustainable materials opens up new opportunities for innovation and market differentiation.

Several recent product launches highlight the trend towards sustainability and advanced functionality in this market. For example, Avery Dennison introduced a new range of shrink sleeve labels made from recycled PET, aiming to reduce the environmental footprint of packaging solutions. Similarly, CCL Industries launched EcoShrink, a new series of shrink sleeves made from bio-based polymers that offer comparable performance to conventional materials but with a lower environmental impact.

Another significant opportunity lies in the expanding use of smart labels. Integrating QR codes, RFID tags, and other interactive elements into stretch and shrink sleeves enhances the consumer experience and provides valuable data for brands. This trend is particularly relevant in the context of increasing e-commerce and the demand for product authenticity and traceability.

## Global Shrink & Stretch Sleeve Labels Market Report Segmentation

This report forecasts revenue & volume growth at the global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For the purpose of this study, Grand View Research has segmented the shrink & stretch sleeve labels market report based on material, type, embellishing type, end-use, and region:

Material Outlook (Volume, Million Meter Square; Revenue, USD Million, 2018 - 2030)

Polyvinyl Chloride (PVC)

Polyethylene Terephthalate Glycol (PET-G)

Polyethylene (PE)

Oriented Polystyrene (OPS)

Others

Type Outlook (Volume, Million Meter Square; Revenue, USD Million, 2018 - 2030)

Shrink Sleeve Labels

Stretch Sleeve Labels

Embellishing Type Outlook (Volume, Million Meter Square; Revenue, USD Million, 2018 - 2030)

Hot Foil

Cold Foil

Others

End-use Outlook (Volume, Million Meter Square; Revenue, USD Million, 2018 - 2030)

Food

Soft Drinks

Alcoholic Drinks

Personal Care & Cosmetics

Healthcare

Others

Regional Outlook (Volume, Million Meter Square; Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

India

Japan

South Korea

Australia

Central & South America

Brazil

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