

# The World Market for Paper and Paperboard Labels: A 2024 Global Trade Perspective

<https://marketpublishers.com/r/W2125FD94F8EN.html>

Date: May 2023

Pages: 289

Price: US\$ 795.00 (Single User License)

ID: W2125FD94F8EN

## Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for paper and paperboard labels. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for paper and paperboard labels for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Paper and paperboard labels' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'paper and paperboard labels' is 89281.

## Contents

### **1 METHODOLOGY**

#### 1.1 OUR APPROACH

### **2 THE WORLD MARKET**

#### 2.1 EXPORTS

##### 2.1.1 THE WORLD MARKET: PAPER AND PAPERBOARD LABELS EXPORT SUPPLIES IN 2024

#### 2.2 IMPORTS

##### 2.2.1 THE WORLD MARKET: IMPORTED PAPER AND PAPERBOARD LABELS IN 2024

### **3 EXPORTS**

#### 3.1 AFRICA: EXPORT SUPPLIES OF PAPER AND PAPERBOARD LABELS IN 2024

##### 3.1.1 EXECUTIVE SUMMARY

##### 3.1.2 CAMEROON

##### 3.1.3 COTE D'IVOIRE

##### 3.1.4 EGYPT

##### 3.1.5 ESWATINI

##### 3.1.6 KENYA

##### 3.1.7 MAURITIUS

##### 3.1.8 MOROCCO

##### 3.1.9 NAMIBIA

##### 3.1.10 SENEGAL

##### 3.1.11 SOUTH AFRICA

##### 3.1.12 TANZANIA

##### 3.1.13 TUNISIA

##### 3.1.14 UGANDA

##### 3.1.15 ZIMBABWE

#### 3.2 ASIA: EXPORT SUPPLIES OF PAPER AND PAPERBOARD LABELS IN 2024

##### 3.2.1 EXECUTIVE SUMMARY

##### 3.2.2 BANGLADESH

##### 3.2.3 CAMBODIA

##### 3.2.4 CHINA

##### 3.2.5 HONG KONG

- 3.2.6 INDIA
- 3.2.7 INDONESIA
- 3.2.8 JAPAN
- 3.2.9 MACAU
- 3.2.10 MALAYSIA
- 3.2.11 MONGOLIA
- 3.2.12 SINGAPORE
- 3.2.13 SOUTH KOREA
- 3.2.14 SRI LANKA
- 3.2.15 TAIWAN
- 3.2.16 THAILAND
- 3.2.17 THE PHILIPPINES
- 3.2.18 VIETNAM

### 3.3 EUROPE: EXPORT SUPPLIES OF PAPER AND PAPERBOARD LABELS IN 2024

- 3.3.1 EXECUTIVE SUMMARY
- 3.3.2 ALBANIA
- 3.3.3 ANDORRA
- 3.3.4 AUSTRIA
- 3.3.5 BELARUS
- 3.3.6 BELGIUM
- 3.3.7 BOSNIA AND HERZEGOVINA
- 3.3.8 BULGARIA
- 3.3.9 CROATIA
- 3.3.10 DENMARK
- 3.3.11 ESTONIA
- 3.3.12 FINLAND
- 3.3.13 FRANCE
- 3.3.14 GEORGIA
- 3.3.15 GERMANY
- 3.3.16 GREECE
- 3.3.17 HUNGARY
- 3.3.18 IRELAND
- 3.3.19 ITALY
- 3.3.20 LATVIA
- 3.3.21 LITHUANIA
- 3.3.22 LUXEMBOURG
- 3.3.23 MACEDONIA
- 3.3.24 MALTA
- 3.3.25 MOLDOVA

- 3.3.26 NORWAY
- 3.3.27 POLAND
- 3.3.28 PORTUGAL
- 3.3.29 ROMANIA
- 3.3.30 RUSSIA
- 3.3.31 SLOVAKIA
- 3.3.32 SLOVENIA
- 3.3.33 SPAIN
- 3.3.34 SWEDEN
- 3.3.35 SWITZERLAND
- 3.3.36 THE CZECH REPUBLIC
- 3.3.37 THE NETHERLANDS
- 3.3.38 THE UNITED KINGDOM
- 3.3.39 UKRAINE

#### 3.4 LATIN AMERICA: EXPORT SUPPLIES OF PAPER AND PAPERBOARD LABELS IN 2024

- 3.4.1 EXECUTIVE SUMMARY
- 3.4.2 ARGENTINA
- 3.4.3 BRAZIL
- 3.4.4 CHILE
- 3.4.5 COLOMBIA
- 3.4.6 COSTA RICA
- 3.4.7 ECUADOR
- 3.4.8 EL SALVADOR
- 3.4.9 GUATEMALA
- 3.4.10 HONDURAS
- 3.4.11 MEXICO
- 3.4.12 NICARAGUA
- 3.4.13 PANAMA
- 3.4.14 PARAGUAY
- 3.4.15 PERU
- 3.4.16 VENEZUELA

#### 3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF PAPER AND PAPERBOARD LABELS IN 2024

- 3.5.1 EXECUTIVE SUMMARY
- 3.5.2 BARBADOS
- 3.5.3 CANADA
- 3.5.4 ST. KITTS AND NEVIS
- 3.5.5 THE DOMINICAN REPUBLIC

3.5.6 THE UNITED STATES

3.5.7 TRINIDAD AND TOBAGO

3.6 OCEANIA: EXPORT SUPPLIES OF PAPER AND PAPERBOARD LABELS IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 NEW ZEALAND

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF PAPER AND PAPERBOARD LABELS IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 ARMENIA

3.7.3 BAHRAIN

3.7.4 IRAN

3.7.5 ISRAEL

3.7.6 JORDAN

3.7.7 KUWAIT

3.7.8 LEBANON

3.7.9 PAKISTAN

3.7.10 QATAR

3.7.11 SAUDI ARABIA

3.7.12 SYRIA

3.7.13 THE UNITED ARAB EMIRATES

3.7.14 TURKEY

## **4 IMPORTS**

4.1 AFRICA: PAPER AND PAPERBOARD LABELS IMPORTS IN 2024

4.1.1 EXECUTIVE SUMMARY

4.1.2 ALGERIA

4.1.3 BENIN

4.1.4 BOTSWANA

4.1.5 BURKINA FASO

4.1.6 BURUNDI

4.1.7 CAMEROON

4.1.8 CAPE VERDE

4.1.9 COTE D'IVOIRE

4.1.10 EGYPT

4.1.11 ETHIOPIA

4.1.12 GUINEA

4.1.13 MADAGASCAR

- 4.1.14 MALAWI
- 4.1.15 MAURITIUS
- 4.1.16 MOROCCO
- 4.1.17 MOZAMBIQUE
- 4.1.18 NAMIBIA
- 4.1.19 NIGER
- 4.1.20 NIGERIA
- 4.1.21 RWANDA
- 4.1.22 SENEGAL
- 4.1.23 SIERRA LEONE
- 4.1.24 SOUTH AFRICA
- 4.1.25 TANZANIA
- 4.1.26 THE CENTRAL AFRICAN REPUBLIC
- 4.1.27 THE DEMOCRATIC REPUBLIC OF THE CONGO
- 4.1.28 UGANDA
- 4.1.29 ZAMBIA
- 4.1.30 ZIMBABWE
- 4.2 ASIA: PAPER AND PAPERBOARD LABELS IMPORTS IN 2024
  - 4.2.1 EXECUTIVE SUMMARY
  - 4.2.2 BRUNEI
  - 4.2.3 CHINA
  - 4.2.4 HONG KONG
  - 4.2.5 INDIA
  - 4.2.6 INDONESIA
  - 4.2.7 JAPAN
  - 4.2.8 MACAU
  - 4.2.9 MALAYSIA
  - 4.2.10 MONGOLIA
  - 4.2.11 NEPAL
  - 4.2.12 SINGAPORE
  - 4.2.13 SOUTH KOREA
  - 4.2.14 SRI LANKA
  - 4.2.15 TAIWAN
  - 4.2.16 THAILAND
  - 4.2.17 THE MALDIVES
  - 4.2.18 THE PHILIPPINES
  - 4.2.19 VIETNAM
- 4.3 EUROPE: PAPER AND PAPERBOARD LABELS IMPORTS IN 2024
  - 4.3.1 EXECUTIVE SUMMARY

- 4.3.2 ALBANIA
- 4.3.3 ANDORRA
- 4.3.4 AUSTRIA
- 4.3.5 BELARUS
- 4.3.6 BELGIUM
- 4.3.7 BOSNIA AND HERZEGOVINA
- 4.3.8 BULGARIA
- 4.3.9 CROATIA
- 4.3.10 CYPRUS
- 4.3.11 DENMARK
- 4.3.12 ESTONIA
- 4.3.13 FINLAND
- 4.3.14 FRANCE
- 4.3.15 GEORGIA
- 4.3.16 GERMANY
- 4.3.17 GREECE
- 4.3.18 HUNGARY
- 4.3.19 ICELAND
- 4.3.20 IRELAND
- 4.3.21 ITALY
- 4.3.22 KAZAKHSTAN
- 4.3.23 LATVIA
- 4.3.24 LITHUANIA
- 4.3.25 LUXEMBOURG
- 4.3.26 MACEDONIA
- 4.3.27 MALTA
- 4.3.28 MOLDOVA
- 4.3.29 NORWAY
- 4.3.30 POLAND
- 4.3.31 PORTUGAL
- 4.3.32 ROMANIA
- 4.3.33 RUSSIA
- 4.3.34 SLOVAKIA
- 4.3.35 SLOVENIA
- 4.3.36 SPAIN
- 4.3.37 SWEDEN
- 4.3.38 SWITZERLAND
- 4.3.39 THE CZECH REPUBLIC
- 4.3.40 THE NETHERLANDS

4.3.41 THE UNITED KINGDOM

4.3.42 UKRAINE

#### 4.4 LATIN AMERICA: PAPER AND PAPERBOARD LABELS IMPORTS IN 2024

4.4.1 EXECUTIVE SUMMARY

4.4.2 ARGENTINA

4.4.3 BELIZE

4.4.4 BOLIVIA

4.4.5 BRAZIL

4.4.6 CHILE

4.4.7 COLOMBIA

4.4.8 ECUADOR

4.4.9 EL SALVADOR

4.4.10 GUATEMALA

4.4.11 GUYANA

4.4.12 HONDURAS

4.4.13 MEXICO

4.4.14 NICARAGUA

4.4.15 PANAMA

4.4.16 PARAGUAY

4.4.17 PERU

4.4.18 SURINAME

4.4.19 URUGUAY

#### 4.5 NORTH AMERICA & THE CARIBBEAN: PAPER AND PAPERBOARD LABELS IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 ANTIGUA AND BARBUDA

4.5.3 ARUBA

4.5.4 BARBADOS

4.5.5 BERMUDA

4.5.6 CANADA

4.5.7 GREENLAND

4.5.8 JAMAICA

4.5.9 ST. LUCIA

4.5.10 THE BAHAMAS

4.5.11 THE DOMINICAN REPUBLIC

4.5.12 THE UNITED STATES

#### 4.6 OCEANIA: PAPER AND PAPERBOARD LABELS IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA



4.6.3 FIJI

4.6.4 FRENCH POLYNESIA

4.6.5 NEW CALEDONIA

4.6.6 NEW ZEALAND

4.6.7 PALAU

#### 4.7 THE MIDDLE EAST: PAPER AND PAPERBOARD LABELS IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ARMENIA

4.7.3 AZERBAIJAN

4.7.4 BAHRAIN

4.7.5 ISRAEL

4.7.6 JORDAN

4.7.7 KUWAIT

4.7.8 LEBANON

4.7.9 OMAN

4.7.10 PAKISTAN

4.7.11 QATAR

4.7.12 TURKEY

4.7.13 YEMEN

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