

# In-Mold Labels Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global in-mold labels market size reached US\$ 3.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 4.5 Billion by 2028, exhibiting a growth rate (CAGR) of 4.26% during 2023-2028.

In-mold labels (IML) are pre-printed polypropylene stickers that consist of graphical images and product information. These plastic labels are injected into an open mold at high temperature and pressure, as a result of which they get embedded into the wall of the container and give a seamless finish to the product. The molten plastic permeates the label owing to which it becomes an undetachable part of the container. It is commonly embedded through techniques of blow molding, injection molding or thermoforming. In-mold labels find wide application in various industries as they are permanent, and offer extensive design and customization flexibility, resistance to humidity and temperature changes and overall product cost reduction.

The increasing inclination toward attractive packaging is one of the key factors driving the market growth. Aesthetically appealing no-label look and multi-colored prints on consumer products act as a lucrative marketing opportunity and an efficient branding tool. This also creates a positive outlook for the market owing to which manufacturers are now more inclined toward incorporating in-mold labels in product packaging. Furthermore, these labels allow the display of more information on the product which creates a positive brand image for a business. Additionally, the high demand for cost-effective and high-quality labels from the pharmaceutical, chemical, and food and beverage industries is also contributing to the market growth. Also, the increasing adoption of digitalization in the label printing process has enabled faster product turnaround rates, shorter print runs and greater flexibility in label design.

### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global in-mold labels market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on material, technology, printing technology, printing inks and end-use.

### Breakup by Material:

- Polypropylene
- Polyethylene
- Polyvinyl Chloride
- ABS Resins
- Others

### Breakup by Technology:

- Extrusion Blow-Molding Process
- Injection Molding Process
- Thermoforming

### Breakup by Printing Technology:

- Flexographic Printing
- Offset Printing
- Gravure Printing
- Digital Printing
- Others

### Breakup by Printing Inks:

- UV Curable Inks
- Thermal Cured Inks
- Water-Soluble Inks
- Others

### Breakup by End-Use:

- Personal Care
- Consumer Durables

Food and Beverage  
Automotive  
Others

Breakup by Region:

Europe  
North America  
Asia Pacific  
Middle East and Africa  
Latin America

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being CCL Industries, Inc., Constantia Flexibles Group GmbH, Huhtamaki Group, Coveris Holdings S.A., Cenvéo Inc., Fuji Seal International, Inc., Multicolor Corporation, EVCO Plastics, Innovia Films Ltd., Inland Label and Marketing Services, LLC, etc.

Key Questions Answered in This Report

1. What was the size of the global in-mold labels market in 2022?
2. What is the expected growth rate of the global in-mold labels market during 2023-2028?
3. What are the key factors driving the global in-mold labels market?
4. What has been the impact of COVID-19 on the global in-mold labels market?
5. What is the breakup of the global in-mold labels market based on the material?
6. What is the breakup of the global in-mold labels market based on the technology?
7. What is the breakup of the global in-mold labels market based on printing technology?
8. What is the breakup of the global in-mold labels market based on the printing inks?
9. What is the breakup of the global in-mold labels market based on the end-use?
10. What are the key regions in the global in-mold labels market?
11. Who are the key players/companies in the global in-mold labels market?

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