

# **In-Mold Labels Market Report by Material (Polypropylene, Polyethylene, Polyvinyl Chloride, ABS Resins, and Others), Technology (Extrusion Blow-Molding Process, Injection Molding Process, Thermoforming), Printing Technology (Flexographic Printing, Offset Printing, Gravure Printing, Digital Printing, and Others), Printing Inks (UV Curable Inks, Thermal Cured Inks, Water-Soluble Inks, and Others), End-Use (Personal Care, Consumer Durables, Food and Beverage, Automotive, and Others), and Region 2024-2032**

<https://marketpublishers.com/r/1148BF2150D5EN.html>

Date: January 2024

Pages: 145

Price: US\$ 3,899.00 (Single User License)

ID: I148BF2150D5EN

## **Abstracts**

The global in-mold labels market size reached US\$ 3.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 5.1 Billion by 2032, exhibiting a growth rate (CAGR) of 3.6% during 2024-2032. The rising demand for aesthetically appealing packaging, increasing focus on product presentation, and the growing consumer preference for sustainable packaging represent some of the key factors driving the market.

### **The Advent of 3D In-mold Labeling Technology Augmenting the Market Growth**

The use of 3D in-mold labeling offers leading produces the opportunity to replace metal forms, paints, dipped coatings, pad printing, and other post-production decorative processes with long-lasting, premium labels that can be applied in just one step to produce a completely decorated resin part within the mold, which is contributing to the

market. By permitting the use of high-quality images across container surfaces, independent of the texture, size, or form of the mold, 3D in-mold labeling is also positively influencing the market. Moreover, continual technological advancements in film have improved the labels' formability, increased the depth of draw, increased durability, and helped prevent image distortion along edges, which is propelling the market.

Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. The market structure is highly fragmented with a large number of players including international and local players due to product differentiation, portfolio, and pricing. The volume of new entrants is moderate in the in-mold labels industry due to high market growth potential, the scope for innovation, and the introduction of new technologies.

### What are In-Mold Labels?

In-mold labels (IML) are a common and cutting-edge way of embellishing and labeling plastic items, especially in the field of packaging. The development and production of the label itself mark the beginning of the in-mold labeling process. There are various processes involved in the in-mold labeling process. First, molds are filled with a pre-printed label or film that has the necessary visuals, text, and branding components. After closing them, molten plastic is poured inside to take on the shape of the mold and adhere to the label. They are fused with the object when the plastic cools and hardens, forming a strong and seamless connection. Usually, the labels are composed of a lightweight, flexible, and long-lasting substance, such as polypropylene or polyethylene. They may be imprinted with vivid colors, elaborate patterns, product details, branding components, barcodes, or QR codes. Depending on the desired aesthetic outcome, the labels may be opaque, translucent, or transparent. Additionally, they are included in the molding process itself, as opposed to conventional labeling techniques, which entail attaching labels to a product's surface after it has been created. They are put into the mold before the plastic is pumped, fusing the label and the product together seamlessly.

### COVID-19 Impact:

Numerous production facilities stopped operating as a result of the government-ordered lockdown that was enforced across many nations, which temporarily reduced the number of In-mold labels produced overall. Players had to reduce capacity or

temporarily halt output due to the implementation of new processes to reduce risk and the execution of social isolation and lockout measures. Due to the concern of contracting an infection, the lack of technicians and laborers had a greater influence on this. Several companies suffered losses during this epidemic as a result of the restrictions on the transfer of products, restrictions on the movement of vehicles, and labor scarcity. In addition, the widespread concern over coronavirus, the leading players' plans for technical innovation and research and development had been delayed or abandoned. However, as soon as the number of cases began to decline and the government offered relaxations, the players resumed their activity. In addition, players made major ongoing technological advancements when operations resumed producing goods with higher levels of safety, speed, and efficiency.

#### In-Mold Labels Market Trends:

The rising demand for aesthetically appealing packaging solutions majorly drives the global market. With the increasing focus on product presentation and consumer appeal, companies across industries, such as food and beverage, personal care, and consumer goods, are adopting in-mold labeling to differentiate their products on store shelves and enhance their brand image, thus impacting the market. Along with this, the growing consumer preference for sustainable packaging is significantly supporting the market as IML eliminates the need for additional materials and reduces waste. In addition, consumers are inclined toward in-mold labeling over traditional labeling methods due to cost advantages. By integrating labeling and molding processes, manufacturers are streamlining production, reducing labor costs, and eliminating additional labeling equipment, which is acting as another growth-inducing factor. Apart from this, governments across the globe are implementing stricter regulations on product labeling, especially in industries, such as food and pharmaceuticals, propelling the market. Furthermore, technological advancements in printing processes, such as digital printing and high-definition graphics to enhance the quality and versatility of in-mold labels are creating a positive market outlook. Some of the other factors driving the market include rapid industrialization and significant growth in the automotive industry.

#### 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 2024-2032. Our report has categorized the market based on material, technology, printing technology, printing inks and end-use.

#### Material Insights:

Polypropylene  
Polyethylene  
Polyvinyl Chloride  
ABS Resins  
Others

The report has provided a detailed breakup and analysis of the in-mold labels market based on the material. This includes polypropylene, polyethylene, polyvinyl chloride, ABS resins, and others. According to the report, polypropylene represented the largest segment due to its cost-effectiveness, making it an attractive choice for manufacturers seeking efficient and affordable label solutions. These compelling characteristics are driving the demand for polypropylene in the in-mold labels industry, driving its market growth and establishing it as a preferred material for labeling applications.

Technology Insights:

Extrusion Blow-Molding Process  
Injection Molding Process  
Thermoforming

A detailed breakup and analysis of the in-mold labels market based on the technology has also been provided in the report. This includes extrusion blow-molding process, injection molding process, and thermoforming. According to the report, the injection molding process accounted for the largest market share due to the growing demand for visually appealing and durable packaging solutions. Additionally, the injection molding process offers excellent precision and consistency, ensuring that the labels are accurately positioned and securely bonded to the product during the manufacturing process, propelling the market growth.

Printing Technology Insights:

Flexographic Printing  
Offset Printing  
Gravure Printing  
Digital Printing  
Others

The report has provided a detailed breakup and analysis of the in-mold labels market

based on the printing technology. This includes flexographic printing, offset printing, gravure printing, digital printing, and others. According to the report, offset printing represented the largest segment as it offers high-quality and precise image reproduction, ensuring vibrant and detailed designs on in-mold labels. It is crucial for industries, such as food and beverage, cosmetics, and pharmaceuticals, that require visually appealing and informative labels to attract consumers, which, in turn, is driving the market.

#### Printing Inks Insights:

UV Curable Inks

Thermal Cured Inks

Water-Soluble Inks

Others

A detailed breakup and analysis of the in-mold labels market based on the printing inks has also been provided in the report. This includes UV curable inks, thermal cured inks, water-soluble inks, and others. According to the report, water-soluble inks accounted for the largest market share due to environmental concerns and regulatory pressures among the masses. In addition, the widespread adoption of water-soluble inks as they reduce volatile organic compound (VOC) emissions is significantly supporting the market.

#### End-Use Insights:

Personal Care

Consumer Durables

Food and Beverage

Automotive

Others

The report has provided a detailed breakup and analysis of the in-mold labels market based on the end-use. This includes personal care, consumer durables, food and beverage, automotive, and others. According to the report, food and beverage represented the largest segment due to the rising emphasis on product differentiation and branding. Additionally, the increasing consumer preference for convenience and sustainability is also propelling the adoption of in-mold labels.

#### Regional Insights:

Europe

North America

Asia Pacific

Middle East and Africa

Latin America

The report has also provided a comprehensive analysis of all the major regional markets, which include Europe, North America, Asia Pacific, Middle East and Africa, and Latin America. According to the report, North America was the largest market for the in-mold labels. Some of the factors driving North America in-mold labels market included significant growth in the automotive industry, rapid industrialization, continual technological advancements, etc.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global in-mold labels market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered are 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. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report

1. What was the size of the global in-mold labels market in 2023?
2. What is the expected growth rate of the global in-mold labels market during 2024-2032?
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?
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