

Pharmaceutical Labeling Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global pharmaceutical labeling market size reached US\$ 5.3 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 7.6 Billion by 2027, exhibiting a growth rate (CAGR) of 6.3% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

A pharmaceutical label refers to a piece of paper, plastic or printed material that is used to provide instructions and product information to the consumers. It mentions the dosage instructions, expiration date, ingredients of the medicine as well as the rules and regulations that were adhered to while its manufacturing. A strategically planned pharmaceutical label assists in consistent branding, conveying critical medical data, preventing excessive regulatory penalties and creating transparent communication with the customer. In recent years, pharma companies have started using value-added labeling solutions such as labels with QR codes and RFID tags. They are also employing clear label designs to effectively communicate the product benefits to the consumers.

The increasing demand for pharmaceutical products owing to the rising occurrence of medical issues, especially among the growing geriatric population is among the key factors driving the global pharmaceutical labeling market. The increasing incidents of medical problems have enhanced the consumption of pharmaceutical drugs, thus leading to a significant escalation in the demand for product labeling. Furthermore, design and printing advancements have enabled organizations to promote their brands effectively by focusing on the key features of the product and reach out to the target

customers. Apart from this, growing environmental awareness among consumers regarding non-biodegradable material such as plastic has encouraged the use of renewable and recyclable raw materials for labeling. This trend has further led to a boost in the investments in research and development (R&D) of eco-friendly and sustainable alternatives. Additionally, the introduction of inexpensive sleeve labels has also contributed to the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global pharmaceutical labeling market report, along with forecasts at the global and regional level from 2022-2027. Our report has categorized the market based on label type, material, application and end use.

Breakup by Label Type:

- Pressure-Sensitive Label
- Glue-Applied Label
- Sleeve Label
- In-Mold Label
- Others

Breakup by Material:

- Paper
- Polymer Film
- Others

Breakup by Application:

- Instructional Label
- Decorative Label
- Functional Label
- Promotional Label
- Others

Breakup by End Use:

- Bottles
- Blister Packs

Parenteral Containers
Pre-Fillable Syringes
Pre-Fillable Inhalers
Pouches
Others

Breakup by Region:

Europe
North America
Asia Pacific
Middle East and Africa
Latin America

Competitive Landscape:

The report has also analyzed the competitive landscape of the market with some of the key players being 3M, Avery Dennison Corporation, Bemis, CCL Industries, Essentra, LINTEC, SATO Holdings, Advanced Labels, Edwards Label, Jet Label, Consolidated Label, Axon, Clabro Label, Classic Label, Maverick Label, Metro Label, Progressive Label, MCC Label, Mercian Labels and Taylor Label, etc.

Key Questions Answered in This Report:

How has the global pharmaceutical labeling market performed so far and how will it perform in the coming years?

What are the key regional markets in the global pharmaceutical labeling industry?

What has been the impact of COVID-19 on the global pharmaceutical labeling industry?

What is the breakup of the market based on the label type?

What is the breakup of the market based on the material?

What is the breakup of the market based on the application?

What is the breakup of the market based on the end use?

What are the various stages in the value chain of the global pharmaceutical labeling industry?

What are the key driving factors and challenges in the global pharmaceutical labeling industry?

What is the structure of the global pharmaceutical labeling industry and who are the key players?

What is the degree of competition in the global pharmaceutical labeling industry?

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