

# Print Label Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global print label market size reached US\$ 45.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 58.8 Billion by 2028, exhibiting a growth rate (CAGR) of 4.17% during 2023-2028.

The print label refers to a piece of metal, cloth, polymer, and paper material printed on manufactured products for exhibiting the logo, symbols, and published information about the commodity. It is utilized for creating brand identity, identifying goods, and eliminating counterfeiting for maintaining credibility. As compared to woven labels, print labels are directly printed, and offer various benefits, such as detailed visuals, precision, and quality. The print labels are commercially available in varying labeling formats, including wet-glue, pressure-sensitive, and multi-part tracking labels.

### Print Label Market Trends:

The rapid expansion of the food and beverage (F&B) sector and the increasing utilization of print labels in the food industry are primary factors driving the market growth. In addition to this, the widespread adoption of print labels across various applications, the escalating health consciousness among the consumers, the growing demand for manufactured products, and increasing disposable incomes are contributing to the market growth. Numerous initiatives undertaken by the governments of various countries for policing the incorporation of informative labels as per the guidelines of fast-moving consumer goods (FMCG) for maintaining transparency are positively impacting the market growth. The introduction of technologically advanced dust controlling systems is propelling the market growth. Apart from this, the significant investments and fundings in the research and development (R&D) activities for innovating digital print labels are positively contributing to the market growth. Other factors, such as the introduction of aesthetically-appealing print labels, are creating a positive outlook for the

market across the globe.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global print label market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on raw material, print process, label format and end use industry.

#### Breakup by Raw Material:

Metal Labels

Plastic/Polymer Labels

#### Breakup by Print Process:

Offset Lithography

Gravure

Flexography

Screen

Letterpress

Electrophotography

Inkjet

#### Breakup by Label Format:

Wet-Glue Labels

Pressure-Sensitive Labels

Linerless Labels

Multi-Part Tracking Labels

In-Mold Labels

Sleeves

#### Breakup by End Use Industry:

Healthcare

Food and Beverages

Personal Care

Industrial

Household Care

Consumer Electronics  
Others

#### Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being 3M Company, Ahlstrom-Munksjo Oyj (Ahlstrom-Munksj? Holding 3 Oy), Avery Dennison Corporation, Fort Dearborn Company, Fuji Seal International Inc, Huhtam?ki Oyj, Mondi plc, Multi-Color Corporation, Ravenwood Packaging, Sato Europe GmbH, Taghleef Industries and Taylor Corporation.

#### Key Questions Answered in This Report

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

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