

Sleeve Labels Market by Type (Stretch Sleeves, Shrink Sleeves), Printing Technology (Gravure, Flexographic, Offset, Digital, Letterpress), Application (Pressure Sensitive, Heat Transfer, In-Mould, Heat-Shrink and Stretch and Glue-Applied), End Use (Food, Beverages, Pharmaceuticals, Personal Care and Home Care, Chemicals, and Others), and Region 2024-2032

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Abstracts

The global sleeve labels market size reached US\$ 15.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 22.5 Billion by 2032, exhibiting a growth rate (CAGR) of 4.01% during 2024-2032. The growing demand in the automotive industry for temper-evident packaging, rising adoption to increase brand awareness and product visibility, and increasing utilization to prevent exposure to different temperatures and light conditions represent some of the key factors driving the market.

Sleeve labels are applied to various products, such as bottles, cans, and containers. They rely on several printing technologies, such as gravure, letterpress, flexographic, digital, and offset. They are manufactured using numerous materials, such as plastic, polyvinyl chloride (PVC), oriented polystyrene (OPS), polypropylene terephthalate glycol (PETG), and polyester. They are waterproof and can withstand ultraviolet (UV) rays and humid and moist environments effectively. They offer versatility, cost-effectiveness, flexibility, durability, 360-degree coverage, and effective print even on irregular shapes. They assist in allowing high-quality graphics and text to be printed on the entire surface area of the label. Besides this, they are beneficial in attracting the attention of customers by offering catchy labels. As a result, sleeve labels are widely utilized in the automotive, food and beverage (F&B), chemical, pharmaceutical, and personal care

and cosmetic industries across the globe.

Sleeve Labels Market Trends:

At present, the increasing employment of sleeve labels, as they assist in increasing product visibility and creating brand awareness of a business, represents one of the major factors influencing the market positively. Moreover, the rising adoption of sleeve labels in the automotive industry for temper-evident packaging of fuel additives, cleaners, and sealants is contributing to the growth of the market. Apart from this, the growing adoption of sleeve labels due to the increasing popularity of digital printing among the masses around the world is offering a positive market outlook. Additionally, the rising utilization of sleeve labels that are equipped with tracking and tracing systems, such as radio-frequency identification (RFID) chips and quick response QR codes, is strengthening the growth of the market. Besides this, the increasing adoption of stretch labels, as they provide high elasticity is offering lucrative growth opportunities to industry investors. In addition, there is a rise in the demand for unique, customizable, and attractive packaging solutions. This, coupled with the increasing adoption of sleeve labels in the food and beverage (F&B) industry on account of stringent regulations for labeling, is impelling the growth of the market. Furthermore, the rising utilization of sleeve labels, as they prevent exposure to different temperatures and light conditions, is supporting the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global sleeve labels market, along with forecasts at the global, regional, and country levels from 2024-2032. Our report has categorized the market based on type, printing technology, application, and end use.

Type Insights:

Stretch Sleeves

Shrink Sleeves

The report has provided a detailed breakup and analysis of the sleeve labels market based on the type. This includes stretch sleeves and shrink sleeves. According to the report, shrink sleeves represented the largest segment.

Printing Technology Insights:

Gravure

Flexographic

Offset
Digital
Letterpress

A detailed breakup and analysis of the sleeve labels market based on the printing technology has also been provided in the report. This includes gravure, flexographic, offset, digital, and letterpress. According to the report, gravure accounted for the largest market share.

Application Insights:

Pressure Sensitive
Heat Transfer
In-Mould
Heat-Shrink and Stretch and Glue-Applied

A detailed breakup and analysis of the sleeve labels market based on the application has also been provided in the report. This includes pressure sensitive, heat transfer, in-mould, and heat-shrink and stretch and glue-applied.

End Use Insights:

Food
Beverages
Pharmaceuticals
Personal Care and Home Care
Chemicals
Others

A detailed breakup and analysis of the sleeve labels market based on the end use has also been provided in the report. This includes food, beverages, pharmaceuticals, personal care and home care, chemicals, and others. According to the report, beverages accounted for the largest market share.

Regional Insights:

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

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific was the largest market for sleeve labels. Some of the factors driving the Asia Pacific sleeve labels market included the growing demand for cosmetic products with proper labeling, rising adoption of sleeve labels due to stringent labeling regulations, increasing consumption of various food and beverages (F&B) products among individuals, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global sleeve labels market. Detailed profiles of all major companies have been provided. Some of the companies covered include Amcor Plc, Avery Dennison Corporation, Berry Global Inc, Bonset America Corporation, Brook + Whittle Ltd, CCL Industries Corp (Ccl Industries Inc), Eastman Chemical Company, Fuji Seal International, Inc., Huhtamaki Oyj, Klockner Pentaplast Europe GmbH & Co. KG, Multi-

Color Corporation (Clayton, Dubilier & Rice, Inc), 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:

How has the global sleeve labels market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global sleeve labels market?

What is the impact of each driver, restraint, and opportunity on the global sleeve labels market?

What are the key regional markets?

Which countries represent the most attractive sleeve labels market?

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

Which is the most attractive type in the sleeve labels market?

What is the breakup of the market based on the printing technology?

Which is the most attractive printing technology in the sleeve labels market?

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

Which is the most attractive application in the sleeve labels market?

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

Which is the most attractive end use in the sleeve labels market?

What is the competitive structure of the global sleeve labels market?

Who are the key players/companies in the global sleeve labels market?

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