

Asia Pacific Print Labels Market - Forecasts from 2020 to 2025

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Abstracts

The Asia Pacific print labels market is projected to grow at a CAGR of 6.68% throughout the forecast period, reaching US\$23.409 billion by 2025 from US\$15.878 in 2019. A label is a piece of paper, metal, cloth or polymer that is attached to a container or box of a product that is printed with information about the product. These labels are known as printed labels. Print labels are required for product identification and prevent counterfeiting. Labels help in creating brand identity, brand image, awareness, etc. and also help in conveying essential information to customers like instruction on how to use, ingredients, and government license among others. Advancement in technology is helping in creating creative and high-quality labels. Print labels have major applications in cosmetics, food, and medical care sectors. The print label market is expanding due to the requirement of efficient and better-performing technologies for the production of high-quality products.

Digital printing anticipated to grow significantly

Print label market is segmented by printing technology into Inkjet Printing, Offset, Letterpress, Flexographic Printing, Screen Printing, Gravure Printing, and Digital. Inkjets are flexible, versatile, and setting up an inkjet printer is easy. It is best used for low-viscosity, soluble materials like organic semiconductors. Screen printing is widely used in the production of sensors and radio frequency identification (RFID) antennas. Screen printing has numerous advantages over other printing technologies such as durability, versatility, speed, and affordability. Gravure printing is applied for transforming paper into a viable substrate for printing electronics. The printing of high-performance electronic devices onto paper is limited by the large surface roughness and ink absorption of paper. The Gravure printing has overcome this by providing a local smoothing layer and printing organic thin-film transistors (OTFTs). That exhibits

performance on-par with the device on a plastic substrate. Offset printing refers to any printing technique that uses a printing plate to transfer an image to an intermediate carrier and then onto the printed substrate. Whereas flexographic printing transfers ink from the plate directly to the printed substrate. Offset printing consists of four process colors cyan, magenta, yellow, and key (which is black). Letterpress printing process creates an image through relief printing, using raised metal type or plates to compose the required image before the image carrier is linked and the substrate pressed against the image carrier in order to transform the image onto the substrate. Digital labels are a type of pressure-sensitive labels made using cutting-edge digital printing technology. Digital printing is a cost-effective method for printing custom labels with photographic quality graphics, crisp text, and vibrant colors.

Food and Beverage projected to hold a notable market share

Print labels market is segmented by end-user industry into healthcare, food and beverage, personal care, industrial, household care, consumer electronics and others. Labels are required in the healthcare industry for informing customers with important information about the product like in medicine for instruction on dosage, ingredients, license, manufacturing date, expiry date, etc. The healthcare industry requires labels on medical equipment like a warning, method of using, etc. Labels are required in food & beverages and personal care industry for providing information, branding, and enticing customers to buy the product for consumption.

Wet glue labels are expected to have a significant CAGR

By type the market is segmented into pressure sensitive labels, in-mold labels, wet-glued labels, multi-part tracking labels, and others. Pressure sensitive labels use paper, film, and foil as their primary materials and they can be used with a wide range of inks. It requires light or moderate pressure for applying on a product surface. In-mold labeling is the use of paper or plastic labels during the manufacturing of containers by blow molding, injection molding, or thermoforming processes. The molding cuts the total cost but increases the manufacturing time. Wet-glue labels are used in food and beverage due to lower cost, long print run, and high quality. Multi-part tracking labels are made for preventing theft and increasing the chances of asset recovery. The tags duplicate the information in various parts of the tag to reduce errors and prevent vandals from removing them.

Segmentation:

By Type

Pressure Sensitive Labels

In-Mold Labels

Wet-Glued Labels

Sleeve Labels

Multi-Part Tracking Labels

Others

By Printing Technology

Flexography

Offset

Screen

Letterpress

Gravure

Digital

By End-User Industry

Healthcare

Food and Beverage

Personal Care

Industrial

Household Care

Consumer Electronics

Others

By Geography

China

Japan

South Korea

India

Others

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*List is not exhaustive

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