

Global Laminated Labels Market - Industry Trends, Opportunities and Forecasts to 2023

<https://marketpublishers.com/r/GF7CABA7C3CEN.html>

Date: December 2017

Pages: 88

Price: US\$ 3,600.00 (Single User License)

ID: GF7CABA7C3CEN

Abstracts

The global laminated labels market is projected to grow at a CAGR of 5.05% during the forecast period to grow to US\$99.829 billion by 2023 from US\$78.042 billion in 2018. Laminated labels are labels with a protective layer which are useful for increasing their life-expectancy by holding up in adverse conditions such as moisture, chemicals, solvent, temperatures, and salt spray among others.

Increasing demand for flexible packaging products is driving the demand for laminated labels worldwide. Laminated labels provide protection to the labels from adverse conditions, making it cost-effective for the manufacturers and managers as it saves their time and resources on replacing damaged and faded barcode. Due to the longevity of these labels, its applications are increasingly used in the packaging of products in FMCG, healthcare, consumer electronics, apparel and textile, and home and personal care among other industries.

The demand for laminated labels will rise in the Asia Pacific region due to massive consumption and growing demand for retail-ready products. Moreover, growing investment in the manufacturing sector in the developing economies such as India and China will augment the demand for laminated labels during the forecast period.

The global laminated labels market is highly competitive due to a huge consumer base and presence of well-diversified international, regional, and local players. There is a growing need for an affordable, durable and attractive label for the packaging and display of products which is inviting new players in the market. Intense competition in the laminated labels market is paving the way for adopting competitive strategies by existing corporations to augment their market share.

Some of the major players discussed in this report are 3M, CCL Industries Incorporated, Coveris Holdings S.A., and Avery Dennison Corporation among others.

Segmentation

The global laminated labels market is segmented as composition, material, printing technology, end user industry, and geography.

By composition:

Adhesive

Facestock

Release Liner

By material:

Vinyl

Polypropylene

Polyester

UL & UV approved laminates

Others

By printing technology:

Flexographic printing

Screen printing

Lithography printing

Digital printing

Others

By end user industry:

FMCG

Healthcare

Consumer Electronics

Apparel and Textile

Home and Personal Care

Others

By geography:

North America

South America

Europe

Middle East and Africa

Asia Pacific

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