

# Global Linerless Labels Market - Forecasts from 2020 to 2025

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## Abstracts

The global linerless labels market is estimated to surge at a CAGR of 4.77% from a market value of USD1.816 billion in 2019 to achieve a market value of USD2.401 billion by the end of 2025. Linerless labels contain a release coating on the face, in addition to an adhesive on the back. When wound in rolls, the coating in linerless labels prevents the labels from sticking to each other. The most important benefit these labels offer in comparison to the conventional laminates includes that there is an elimination of paper or filmic liner or backing, hence, this contributes to the reduction of raw material costs as a percentage of the total label production costs. The presence of finished labels per roll further contributes to the reduction of overall handling and transportation costs as well. Linerless labels contributing to eliminate waste holds importance from the environmental point of view. This is because of the fact that in comparison to liner labels, linerless do not produce additional waste as these labels utilize the entire material. Hence with the growing trend of adopting sustainable products, the linerless labels appear quite promising market growth prospects during the course of the forecast period. Furthermore, with the growing e-commerce retailing, linerless labels are providing immense growth opportunities during the course of the forecast period. The extensive application of linerless labels across the varied end-use industry verticals is further providing an impetus in burgeoning the market growth during the forecast period. Additionally, with the expanding working population and increasing adoption of packaged food and beverages, the market is projected to hold strong growth prospects over the next five years.

Geographically, North America is projected to hold a significant market share in the global linerless labels market during the forecast period. On the other hand, the Asia Pacific is predicted to attain high growth with the growing retail industry and rising consumer awareness regarding the utilization of sustainable products for packaging.

COVID-19 impact on the linerless labels market: The market is projected to experience a slight decline amid the novel coronavirus infection scenario owing to the shut-down of manufacturing operations due to labour shortages. In addition, the adoption of preventive measures such as lockdown and self-quarantine measures are further contributing to a decrease in the market growth in 2020.

The environmental friendliness of linerless labels is promoting its usage across various end-user industries during the forecast period.

It has been observed that linerless labels are sustainable products offering reduced wastage. This is because of the elimination of backing paper which usually ends up in a landfill. This also indicates that the total media weight is less compared to the standard labels, hence, this further contributes to lowering of shipping costs. In order to make recycling easier, linerless label materials can be recycled with the plastic outer wrappers. This further indicates that the whole material can be easily recycled without the requirement of removal of label at first. The linerless material, particularly made for thermal transfer helps in the creation of print quality that is much superior in comparison to the standard label.

Significant company investments are further contributing to fueling the market growth over the next five years.

Coveris Company, in late 2018, announced the investment of around ?1 million in its linerless label facility in Spalding, Lincolnshire. The facility is further geared to increase the capacity by more than 20% in order to fulfill the growing customer demands. In addition, the company announced to install a new coating system coupled with the upgradation of the existing machine infrastructure. The company's work is projected to be completed by January 2019. Furthermore, with the continuous growth of linerless in the United Kingdom protein sector, in addition to increased demand from other food segments and geographical markets, the company is poised to welcoming future investments in terms of capacity enhancement, further allowing to fulfill the demands of the novel and existing customers.

Also, with additional technical capabilities, the company will be capable of offering more functional and decorative solutions like shaped labels and apertures for delivering an improved shelf-impact throughout the varied FMCG categories.

The linerless labels market is poised to grow at a significant pace with the growth in e-

commerce retailing during the forecast period.

Linerless labels are providing operational advantages for the e-commerce businesses, hence, it is gaining popularity among the e-commerce companies. It is necessary for e-commerce companies to optimize their process wherever necessary. This is because of the fact that labour shortages, customer expectations, automation perplexities, and high-cost of doing business pose challenge for many e-commerce companies. In particular, several challenges arise in distribution and fulfillment centers and many executives are seeking opportunities for improving operations such as inventory management, order picking, order releasing, and packing. One of the ways that include cost cutting include the utilization of linerless labels and improve the packaging procedure.

It has been noticed that linerless labels are of high use in distribution and fulfillment centers due to the following reasons, it helps in cost reduction as linerless labels are cost-efficient compared to the conventional labels. Linerless labels take up about half the space on a conventional role and holds about twice as many labels in the same piece. In the same manner, freight costs of linerless labels could be reduced to around 50% as each box is capable of holding more labels, hence, this acquires less space. Furthermore, linerless labels allow re-packaging savings in an e-commerce business, further contributing to its adoption. Also, the use of linerless labels in an e-commerce business offers greater productivity, and improved safety, further reducing the possibility of warehouse floor injuries. Additionally, this provides an increased sustainability as many e-commerce companies are exploring green alternatives for the improvement of eco-friendliness. Linerless labels are capable of conserving resources. By the utilization of two face sheets, and no liner, in combination with the alternating adhesive and release patterns, e-commerce vendors can print the shipping label on one side of the label, while the itemized returns can be printed on the other side.

Segmentation:

By Adhesive Type

Strong Permanent

Permanent

Semi-Permanent

By End-User Industry

Food & Beverage

Retail

Healthcare

Others

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Others

Middle East and Africa

UAE

Israel

Saudi Arabia

Others

Asia Pacific

Japan

China

India

Australia

Others

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\*The list is not exhaustive



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