

# Global Print Labels Market - Forecasts from 2020 to 2025

<https://marketpublishers.com/r/G412650E1B31EN.html>

Date: February 2020

Pages: 122

Price: US\$ 3,950.00 (Single User License)

ID: G412650E1B31EN

## Abstracts

The global print labels market is projected to grow at a CAGR of 4.43% to reach US\$56.403 billion by 2025, from US\$43.478 billion in 2019. Print label, on the container or packet, contains information about the product to be transferred to the existing as well as potential customers. It is a branding tool used by the companies to distinguish their products from that of their competitors. Several regulatory authorities across industries have established their guidelines as to what all information has to be provided to the customers on the label of the product, for instance, manufacturing and expiry dates are to be disclosed on the food products, directions to use are to be disclosed for electrical appliances, etc. With escalating advancements and innovations in printing technologies, this industry is expected to witness high growth rates. Growing health awareness among people across the globe due to the rise in adulterated goods is one of the major reasons why the print labels market is thriving. Change in the consumption patterns of the population in the developing countries is, indirectly, fueling the demand for print labels, for instance, rise in demand for packaged food items or OTC medicines requires more usage of print labels. The market for cosmetic and personal grooming products, for enhancing beauty, is evolving and new products are getting added to the list rapidly. Consequently, the Cosmetic and Personal Care Industry has to provide information about the ingredients used and plausible side-effects, if any, to make the consumer better informed. Print Label Market serves the purpose.

Print label Industry is growing due to demographic and economic changes in the countries. Industrialization and urbanization have led to a rise in the disposable incomes of the people. As a result, there is a parallel rise in the demand for manufactured products, of which print labels are an indispensable part. Food & Beverage and Pharmaceutical Industries are the biggest users of print labels.

Print Label Industry has to pass through a lot of technological transformations along with meeting customization and personalization requirements, but the demand for these labels would not fall as long as the products are being demanded by the people. The industry might face certain challenges concerning the environment and its dynamic nature but digitalization and automation in processes could work as a catalyst for it to run in the long run. Additionally, improvements in software used to build print labels are constantly improving the quality of the print labels. Some eco-friendly labels are also cropping up in the market, but they tend to be costlier.

Geographically, the Asia-Pacific region is expected to see the highest surge in the rate of increase in print labels consumption due to the increasing production of goods and rapid transformation in the infrastructure facilities in the region. Growing population in countries such as India and China is a major reason why this industry is anticipated to boom. North America is expected to hold a major share of the print labels market due to more reliance on packaged products. The print label is used as a marketing tool to attract customers in the new emerging economies.

#### 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 & Beverage

Personal Care

Industrial

Household Care

Consumer Electronics

Others

#### By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Others

The Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

Japan

China

India

Others

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