

Global Printed Tape Market - Industry Trends, Opportunities and Forecasts to 2023

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Abstracts

The global printed tape market is projected to grow at a CAGR of 4.81% during the forecast period to grow to US\$29.368 billion by 2023 from US\$23.215 billion in 2018. Printing on tape is used by various companies for promoting their brand name and the logo. It enables ease of stock handling, product identification and safeguards the packaging during the transit. In addition to it, these tapes are useful for security purposes to detect any tampering. The growing packaging industry will boost the demand for printing tape over the forecast period. Moreover, the demand for printing on packaging tape is expected to grow as more brand owners are focusing on making their product visually appealing to the customers. In addition to it, growing e-commerce industry will further augment the demand for printed tapes over the next five years.

Geographically, the global printed tape market is segmented as North America, South America, Europe, Middle East and Africa, and Asia Pacific regions. The Asia Pacific held a significant market share in 2017 on account of factors such as economic growth and rising disposable income which is facilitating increasing consumption of products across industries

Some of the major players discussed in this report are 3M Company, Le Mark Group, Kilby Packaging, Uline, and Bron Tapes among others.

Segmentation

The global printed tape market is segmented as type, end user industry and geography.

By type:

Polypropylene

Paper

PVC

Others

By end user industry:

FMCG

Consumer Electronics

Healthcare

Retail

Others

By Geography:

North America

South America

Europe

Middle East and Africa

Asia Pacific

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