

# North America Print Labels Market - Forecasts from 2020 to 2025

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## Abstracts

The North America print labels market is estimated to grow from US\$10.230 billion in 2019 to US\$12.229 billion by 2025, at a CAGR of 3.02% over the forecast period. A print label is an integral part of the packaging of products, irrespective of their intended use and duration of use. Print labels basically contain information about the products that need to be effectively conveyed to regular customers as well as used to woo in prospective customers. It's a tool used by companies all across the world to distinguish their products from their competitors. There requires strict compliance with certain regulators whose established guidelines dictate the terms of what all information required to be disseminated to the larger customer base in general. The list of information falls under the purview of directions to use and expiry date and so on. The rising awareness about health and the environment among consumers is going to drive the print label market during the forecast period. Furthermore, due to a marked shift among the North American consumers towards healthy consumption is also set to drive the market for print labeling to an unprecedented zenith during the forecast period. The food and beverage market owing to the various innovation and premiumization of alcoholic beverages is to boost the growth of the print label market in this region as well. Additionally, growing environmental consciousness among consumers has also led manufacturers of personal care products to place special emphasis on the nitty-gritties of the print label. This too is set to drive the growth of the print label market in this region. Further, there is a constant investment in research and development in printing technologies towards more efficient, less cluttered and environmentally aligned printing that is adding to the growth of the print market.

Increasing investment in research and development

With a view of the need for research and development towards a cleaner and

environmentally sustainable labeling options are made available to the growing environmentally conscious consumers, in January 2020 MacDermid Graphics Solutions, a supplier of photopolymer printing plates, has expanded its patented Clean Plate Technology portfolio with the addition of Digital MCP. With Digital MCP, they have expanded to clean technology to provide clean printing options for all the major market segments. This will be inclusive of but not limited to, including flexible packaging, tag and label, and post-print corrugated. Their clean technology has led to an enhancement of quality and consistency and enables printers and converters to stay with their print methods.

Further beverage labels are constantly evolving as per the changing consumer preferences and evolving tastes. The niche brands that are increasingly endeavoring to make a mark in the functional beverage section by introducing organic ingredients and revolutionizing traditional beverages like that of milk. They are also making a healthy lifestyle as the go-to brand image of their newly launched products. The print labeling sectors are faced with an increasing need of coming out with new and innovative labeling formats that portray a cleaner, health-conscious image of the product.

To this end, UPM Raflatac, one of the world's leading suppliers of label materials, specializes in sustainable labeling, for example, among the variety of labeling option that they have to offer, their PP Clear offers a premium no-label look whereas PP silver produces an eye-catching and decorative effect. On the other hand, their Vanish labels provide an invisible no look that is most sought after in canned beverage labeling. Moreover, their newer Vanish PCR labels offer the same no-label look but are constructed with 90% recycled content face. Moreover, in December 2019 there were singles strategic partnerships announced between printing OEM Mark Andy and materials provider UPM Raflatac, wherein the knowledge and strength of both suppliers in the narrow web label space would be leveraged. The objective is to provide more high-quality, sustainable printing options for both flexographic and digital converters, in the narrow web market.

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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