

# Retail and Office Adhesive Tape Market - Forecasts from 2020 to 2025

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## Abstracts

The retail and office adhesive tape market is estimated to increase at a CAGR of 4.45% to reach a market size of US\$6.233 billion in 2025 from US\$4.801 billion. Retail and office adhesive tapes are designed for products in retail stores/retail packaging for applications in construction, electrical, automotive, food packaging and many more in addition to office use. The rising number of SMEs globally is further fueling the market demand with the growing number of new offices and the construction of new office spaces. The demand will further escalate due to the increasing packaging and order delivery requirements needed to be fulfilled by retail outlets. The North American and European regions will have a significant share in the market due to a high number of small, medium and large enterprises in the region and a high number of retail outlets. The Asia Pacific market will see exciting growth opportunities due to the rising retail industry with the construction of new supermarkets, hypermarkets, convenience stores alone and retail outlets in shopping malls in the region. The growing research and development in the adhesive tapes market are escalating the applicability and adding on new features in adhesion properties as per the evolving market demands is propelling the market growth in the forecast period. Furthermore, global expansion in the electrical and electronics, construction and healthcare industries among other industries will result in boosting the market demand for these tapes in the forecast period.

The growing trend of retail packaging with rise in retail sales is augmenting the market growth for retail adhesive tapes in the forecast period.

Retail packaging, an integral part of marketing is offering strong growth prospects for the retail adhesive tapes market in the forecast period and in the upcoming years. This is because of the fact that today packaging in retail sales utilizes brilliant designs for

offering customers the best packaging experience. Also, with the increasing trend for personalized packaging, this assists in providing information and engaging customers and helps in brand enhancement, further providing an impetus for retail tapes market to proliferate in the forecast period. The retail packaging also contributes to prolonging the shelf-life of products, further putting an impact on adding store locations for the retailers. With continuous innovations and in many cases, to trigger impulse buying among customers, manufacturers are adopting continuous innovations as a strategy and offering a variety of packaging solutions in addition to providing quality print for driving brand impact for maximizing sales. The packaging also offers customers with custom-specific requirements with detailed information in addition to providing protection. With changing living conditions and the adoption of modern lifestyles, the customers are preferring packaging solutions that are environmentally safe. Hence, this is putting pressure on the manufacturers for bringing in innovations and develop eco-friendly packages. At present, the retail packaging is segmented into four types of retail packaging listed as follows: Custom, Flexible, Rigid, and Recycled retail packaging.

**Custom Retail Packaging:** Custom packaging is designed in a unique manner for products having irregular shapes and formations. This type of packaging assists in increasing brand awareness, hence, making them stand out in the market.

Customization of products helps in the creation of distinctive end-user experience giving a business advantage in terms of functional and aesthetic packaging aspects. Also, this is made fit for use as per the customer's demand, hence, this, in turn, define customized color themes, shapes, sizes, and volume of the commodities, further ensuring that products packed have minimal movement and avoid damage at the time of being transported to the desired location.

**Flexible Retail Packaging:** This type of packaging holds application for products that lose their shape when opened. Such packaging is applicable in the food industry for the packaging of food products and for fast-moving goods. This type of packaging allows the combining of products and also assists in easy handling during transportation. Flexible packaging provides an outstanding market presentation layout which narrates the product story, thus, allowing to ship with confidence.

**Rigid Retail Packaging:** This type of packaging is helpful in the packaging of solid products. These include most of the domestic items, in addition, to the heavy goods for shipping.

**Recycled Retail Packaging:** This type of packaging mainly utilizes recycled materials which include glass and plastics utilized by the consumers. Hence, modern recycling

techniques are used for the creation of fine packaging materials. These are considered eco-friendly and avoids harmful impacts on the environment, promoting sustainability.

With the growing adoption of eco-friendly products, the market for recycled retail packaging segment is projected to grow with a significantly high CAGR in the forecast period. Furthermore, with the growing government initiatives, the market holds strong growth potential in the forecast period and in the upcoming years.

With the fueling construction activities, especially in the developing economies of the world, the market is expected to thrive in the forecast period.

The burgeoning construction activities, with rapid urbanization and evolving needs of the consumers, the market for retail packaging is expected to fuel with the rising demand for specialty construction tapes in the retail stores. Also, with the rising need for construction to be carried out on a large scale, the scope for high retail adhesive tape market growth lies in the emerging economies of the world. The tapes are in high demand in custom retail packaging owing to the need for tapes in large volumes for meeting the rapid construction demand. Additionally, with technological advancements and innovations, the market is expected to fuel with advancements in the construction sector giving rise to the development of advanced products required in construction activities. Hence, robust retail packaging is required resulting in a reduction in time-to-market. Furthermore, the retail packaging tapes for the construction of new roads and highways in addition to an improved healthcare facility along with better health infrastructure is adding to the market growth in the forecast period. Moreover, with an increased infrastructure expenditure/spending, the market holds strong growth prospects in repair and renovation of the old infrastructure, fueling the market growth in the forecast period and in the coming years.

#### Segmentation:

##### By Product Type

Commodity Adhesive Tapes

Specialty Adhesive Tapes

##### By Coating Technology

Solvent-Based

Water-Based

Hot Melt

By Retail Packaging Type

Custom Retail Packaging

Flexible Retail Packaging

Rigid Retail Packaging

Recycled Retail Packaging

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

## Contents

### **1. INTRODUCTION**

- 1.1. Market Definition
- 1.2. Market Segmentation

### **2. RESEARCH METHODOLOGY**

- 2.1. Research Data
- 2.2. Assumptions

### **3. EXECUTIVE SUMMARY**

- 3.1. Research Highlights

### **4. MARKET DYNAMICS**

- 4.1. Market Drivers
- 4.2. Market Restraints
- 4.3. Porters Five Forces Analysis
  - 4.3.1. Bargaining Power of Suppliers
  - 4.3.2. Bargaining Power of Buyers
  - 4.3.3. Threat of New Entrants
  - 4.3.4. Threat of Substitutes
  - 4.3.5. Competitive Rivalry in the Industry
- 4.4. Industry Value Chain Analysis

### **5. RETAIL AND OFFICE ADHESIVE TAPE MARKET ANALYSIS, BY PRODUCT TYPE**

- 5.1. Introduction
- 5.2. Commodity Adhesive Tapes
- 5.3. Specialty Adhesive Tapes

### **6. RETAIL AND OFFICE ADHESIVE TAPE MARKET ANALYSIS, BY COATING TECHNOLOGY**

- 6.1. Introduction

6.2. Solvent-Based

6.3. Water-Based

6.4. Hot Melt

## **7. RETAIL AND OFFICE ADHESIVE TAPE MARKET ANALYSIS, BY RETAIL PACKAGING TYPE**

7.1. Introduction

7.2. Custom Retail Packaging

7.3. Flexible Retail Packaging

7.4. Rigid Retail Packaging

7.5. Recycled Retail Packaging

## **8. RETAIL AND OFFICE ADHESIVE TAPE MARKET ANALYSIS, BY GEOGRAPHY**

8.1. Introduction

8.2. North America

8.2.1. North America Retail and Office Adhesive Tape Market, By Product Type

8.2.2. North America Retail and Office Adhesive Tape Market, By Coating Technology

8.2.3. North America Retail and Office Adhesive Tape Market, By Retail Packaging Type

8.2.4. By Country

8.2.4.1. United States

8.2.4.2. Canada

8.2.4.3. Mexico

8.3. South America

8.3.1. South America Retail and Office Adhesive Tape Market, By Product Type

8.3.2. South America Retail and Office Adhesive Tape Market, By Coating Technology

8.3.3. South America Retail and Office Adhesive Tape Market, By Retail Packaging Type

8.3.4. By Country

8.3.4.1. Brazil

8.3.4.2. Argentina

8.3.4.3. Others

8.4. Europe

8.4.1. Europe Retail and Office Adhesive Tape Market, By Product Type

8.4.2. Europe Retail and Office Adhesive Tape Market, By Coating Technology

8.4.3. Europe Retail and Office Adhesive Tape Market, By Retail Packaging Type

8.4.4. By Country

8.4.4.1. UK

8.4.4.2. Germany

8.4.4.3. France

8.4.4.4. Others

#### 8.5. Middle East and Africa

8.5.1. Middle East and Africa Retail and Office Adhesive Tape Market, By Product Type

8.5.2. Middle East and Africa Retail and Office Adhesive Tape Market, By Coating Technology

8.5.3. Middle East and Africa Retail and Office Adhesive Tape Market, By Retail Packaging Type

8.5.4. By Country

8.5.4.1. United Arab Emirates

8.5.4.2. Israel

8.5.4.3. Saudi Arabia

8.5.4.4. Others

#### 8.6. Asia Pacific

8.6.1. Asia Pacific Retail and Office Adhesive Tape Market, By Product Type

8.6.2. Asia Pacific Retail and Office Adhesive Tape Market, By Coating Technology

8.6.3. Asia Pacific Retail and Office Adhesive Tape Market, By Retail Packaging Type

8.6.4. By Country

8.6.4.1. Japan

8.6.4.2. China

8.6.4.3. India

8.6.4.4. Australia

8.6.4.5. Others

## 9. COMPETITIVE ENVIRONMENT AND ANALYSIS

9.1. Major Players and Strategy Analysis

9.2. Emerging Players and Market Lucrativeness

9.3. Mergers, Acquisitions, Agreements, and Collaborations

9.4. Vendor Competitiveness Matrix

## 10. COMPANY PROFILES

10.1. 3M

10.2. tesa SE - A Beiersdorf Company

10.3. Intertape Polymer Group



- 10.4. Shurtape Technologies' Engineered Solutions Group
- 10.5. Scapa Group plc
- 10.6. LINTEC Corporation
- 10.7. PPM Industries S.p.A.
- 10.8. Gergonne (A part of Gergonne Group)
- 10.9. Nitto Denko Corporation

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