

Sleeve Labels Market - Forecasts from 2016 to 2021

<https://marketpublishers.com/r/SBE7F7AD437EN.html>

Date: December 2016

Pages: 72

Price: US\$ 3,600.00 (Single User License)

ID: SBE7F7AD437EN

Abstracts

Sleeve Labels are used in packaging of different products. These labels are durable and ideal for products which are exposed to severe moisture and friction. The key industries driving the demand for sleeve labels are packaged food and beverages, pharmaceutical, cosmetic and personal care among others. Rising disposable income of consumers along with growing awareness regarding good health and fitness is augmenting the demand for packed food products. Furthermore, growing global aging population and focus on consumers on personality and physical appearance is boosting the demand for cosmetics and personal care products, in turn, bolstering the growth of global sleeve label market. Owing to huge competition across different industry verticals, manufacturers need to differentiate their product from the competitors. Adoption of sleeve labels assists in meeting this objective as well as convey meaningful information to consumers. However, concerns regarding the recycling and disposal of these films due to their non-biodegradable nature is expected to hamper the market growth. Asia pacific followed by Europe is estimated to be the fastest growing market owing to rising per capita expenditure and growing urban population. North America though a developed market with numerous market players, is expected to retain its momentum over the forecast period. The fast-growing economies in the Middle East and Africa region are also expected to show a significant demand for sleeve labels over the next six years.

Research Methodology

Firstly, the report provides a brief introduction of the market and deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentations which have been covered as part of the report.

Market Dynamics

Next, the section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth and a brief technological aspect of Sleeve Labels. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

Segmentation

Sleeve Labels Market has been segmented on the basis of product type, application, material type, printing technologies, and region as follows:

By Product Type

Shrink Sleeve

Stretch Sleeve

By Printing Technologies

Digital

Flexography

Gravure

By Material Type

Polylactic Acid Films

Polyethylene Films

Expanded Polystyrene Films

Polypropylene Terephthalate Glycol Films

Others

By Application

Food and beverage

Healthcare

Personal care

Others

By Geography

Americas

North America

South America

Europe Middle East and Africa

Europe

Middle East and Africa

Asia Pacific

Market Players

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry players profiled as part of this section are Berry Plastics Group, The DOW Chemical Company, Klockner Pentaplast Group, Fuji Seal International, Macfarlane Group, and Huhtamaki among others.

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