

# South America Print Labels Market - Forecasts from 2016 to 2021

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## Abstracts

South America Print Labels Market is estimated to grow from US\$3.149 billion in 2015 to US\$4.465 billion by 2021, at a CAGR of 5.99% over the forecast period. Print labels market is expanding in the region on account of rising disposable income coupled with rapid urbanization, and increasing presence of super retail chains such as Walmart, especially in Brazil. Increasing demand for food and beverage products with innovative label design is also a key factor for the market growth. Use of pressure sensitive labels in security labels as anti-counterfeiting devices will witness a significant growing demand. Growing machinery infrastructure activity in developing regions of South America will raise the demand for in-mold labeling, thereby further fueling the growth of print labels industry in the region over the next five years.

## Research Methodology

The first section of the report 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 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 and regional regulations which are determining the product specifications and a brief technological aspect of print labels solutions. Complete industry analysis has also been covered by Porter's five forces model as a part of this

report section.

## **Segmentation**

Thirdly, South America Print Labels market has been segmented on the basis of type, printing technology, end-use industry, and geography. By type, the market has been segmented as pressure sensitive labels, in-mold labels, wet-glued labels, sleeve labels, multi-part tracking labels, and others. By printing technology, segmentation has been done as flexography, offset, screen, letterpress, gravure, and digital. South America Print Labels market has further been segmented by the end-use industry as healthcare, food and beverage, personal care, industrial, household care, consumer electronics, and others. By geography, the segmentation has been done as Brazil, Argentina among others.

## **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 five industry players profiled as part of this section are Bemis, Ceneo, CCL Industries, RR Donnelley and 3M.

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