

# **Automotive Labels Market by Type (Warning, Dome, Asset), Identification Technology (Barcode, RFID), Printing Technology (Flexography, Digital printing), Mechanism (Pressure-sensitive, Heat Transfer, In-mold), Raw Material (PVC & Others), Application & Region - Global Trends & Forecasts to 2020**

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## **Abstracts**

“Growing demand in the automotive industry to drive the market for automotive labels”

The global automotive labels market will grow from USD 5.74 billion in 2015 to reach USD 7.30 billion by 2020, at an estimated CAGR of 4.93%. The automotive labels market is driven by growing demand in the automotive industry in both developed and developing countries. Moreover, the compliance with the mandatory automotive labeling laws will also support the growth in the automotive labels market.

“Digital Printing projected to grow at the highest CAGR during the forecast period”

Digital printing is projected to be the fastest-growing printing technology in the automotive labels market in the next five years. Digital printing is gaining preference over conventional printing technologies such as flexography and offset as it is able to significantly reduce waste and secure cost savings.

“Asia-Pacific to be the fastest-growing market during the forecast period”

The Asia-Pacific region is projected to be the fastest-growing market during the forecast period, followed by North America, from 2015 to 2022. China accounted for the largest consumption of automotive labels, followed by Japan in 2014. In North America, the

U.S. is the largest consumer of automotive labels.

Breakdown of Primaries:

In-depth interviews have been conducted with various key industry participants, subject matter experts, C-level executives of key market players, and industry consultants among other experts to obtain and verify critical qualitative and quantitative information as well as assess future market prospects. Distribution of primary interviews is as follows:

By Company Type: Tier 1—41%, Tier 2—17%, and Tier 3—42%

By Designation: C-level—48%, Manager Level—32%, and Others\*—20%

By Region: North America—44%, Europe—19%, Asia-Pacific—28%, and RoW—9%

Note: The tier of the companies is defined on the basis of their total revenue, as of 2014: Tier 1: Revenue >USD 500 million, Tier 2: Revenue USD 100 to USD 500 million, and Tier 3: Revenue USD 100 million

The various suppliers of the automotive labels market profiled in the report are as follows:

1. CCL Industries, Inc. (Canada)
2. UPM (Finland)
3. Avery Dennison Corporation (U.S.)
4. 3M (U.S.)
5. Sika AG (Switzerland)
6. Dunmore (U.S.)
7. ImageTek Labels (U.S.)
8. Lewis Label Products (U.S.)
9. Adhesive Research, Inc. (U.S.)
10. H.B. Fuller (U.S.)

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the automotive labels market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the subsegments across the different verticals and regions.

2. The report helps stakeholders to understand the market and provide them information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to better understand their competitors and gain more insights to their position in the business.

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