

# Label Adhesive Market by Process (PSA, Glue Applied, In-Mold), Technology (Water, Hot Melt, Solvent-based), Substrate Type (PET, Metal Container, Polyolefin Bottle), Application (Permanent, Freezer, High Temperature), Region - Global Forecast to 2022

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## Abstracts

The label adhesive market is projected to grow at a CAGR of 4.91% between 2017 and 2022

The label adhesive market is projected to reach USD 12.97 billion by 2022, at a CAGR of 4.91% between 2017 and 2022. The demand for label adhesive has increased in recent years due to their increased consumption in the Asia-Pacific region. The growth of the label adhesive market is largely driven by the increased demand from the packaging industry. Increasing middle class population in the emerging economies is one of the important drivers for the growth of the label adhesive market, as increasing demand for packed beverages and cosmetics packaging and has led label adhesive companies to increase their production capacities. Manufacturers of label adhesives are trying to cater to this increased demand for label adhesive, which, in turn, is leading to the expansion of their businesses.

Among process, the pressure sensitive adhesive segment of the label adhesive market is projected to grow at the highest CAGR during the forecast period

The PSA segment of the label adhesive market is projected to grow at the highest CAGR during the forecast period, 2017 to 2022. The growth of this segment of the market can be attributed to the increased use of PSA labels, as these are easily removable and recyclable as compared to conventional labels. Clean room labels, high-performance labels, RFID labels, security & smart labels are the trending innovations in

the PSA market and are expected to lead to an increase in the demand for PSAs.

Among substrates type, the PET segment is leading the label adhesive market and is projected to grow at the highest CAGR between 2017 and 2022

The PET user segment is leading the label adhesive process market and is projected to grow at the highest CAGR during the forecast period, 2017 to 2022. As economies across the globe are becoming stable and there is an improvement in the standards of living in the emerging economies, there is an increase in label adhesive consumption across the globe. PET bottles are excellent cold crack resistant and have a very fast set speed for labels which reduces or eliminates label flagging and swimming. The three major packaging applications of PET are containers (bottles, jars, and tubs), semi-rigid sheet for thermoforming (trays and blisters), and thin oriented films (bags and snack food wrappers).

The Asia-Pacific label adhesive market is projected to grow at the highest CAGR during the forecast period

The Asia-Pacific label adhesive market is projected to grow at the highest CAGR during the forecast period due to the rising demand for label adhesive from emerging economies, such as India, China, South Korea, Vietnam, and Taiwan, among others. Improving standards of living, growing populations, and rising per capita incomes are the factors expected to drive the growth of the Asia-Pacific label adhesive market during the forecast period. China leads the production of label adhesive in the Asia-Pacific region due to low tax rates in the country, along with the presence of low-cost labor and easy availability of raw materials.

Breakup of primary interviews:

By Company Type - Tier 1–58%, Tier 2–33%, and Tier 3–9%

By Designation – C-level–50%, D-level–33%, and Others–17%

By Region - North America–33%, Europe–30%, Asia-Pacific–16%, South America-14%, and Middle East & Africa-7%

Avery Dennison (U.S.), Henkel AG & Co. KGaA (Germany), 3 M (U.S.), BOSTIK S.A

(France), H.B Fuller (U.S.), The Dow Chemical Company (U.S.), Herma (Germany), UPM RAFLATAC (U.S.), Ashland Global Holdings Inc. (U.S.), LINTEC Corporation (Japan), and ITL Apparel Label Solution (U.K.), among others are the leading players operating in the label adhesive market.

## Research Coverage

This report provides a detailed segmentation of the label adhesive market on the basis of resin type, technology, user type, end user, application, and region. With respect to process, the label adhesive market has been segmented into pressure sensitive adhesive, glue applied, in-mold and other. On the basis of technology, the market has been segmented into water-based and hot melt-based, solvent based and others. With respect to substrates type, the market has been segmented into PET bottle, metal container, glass bottle and polyolefin bottle. On the basis of application, the market has been segmented into permanent adhesives, freezer adhesive, high temperature adhesive, and peelable adhesives. On the basis of region, the market has been segmented into Asia-Pacific, Europe, North America, South America, and Middle East & Africa.

## Reasons to Buy the Report

From an insight perspective, this research report has focused on various levels of analyses—industry analysis (industry trends), market share analysis of top players in the label adhesive market, value chain analysis, and company profiles. These insights together comprise and discuss the basic views on the competitive landscape, emerging and high-growth segments of the label adhesive market, high-growth regions, and market drivers, restraints, and opportunities.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on label adhesive offered by the top players in the label adhesive market

**Product Development/Innovations:** Detailed insights on the upcoming technologies, research & development activities, and new product launches in the label adhesive market

**Market Development:** Comprehensive information about lucrative emerging markets – the report analyzes the market for label adhesive across varied

regions

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the label adhesive market

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the label adhesive market

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