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Pressure Sensitive Adhesive Tapes Market by Type, Technology (Water-Based, Solvent-Based, Hot-Melt), Adhesive Type (Acrylic, Rubber, Silicone), Backing or Carrier Material (Plastic, Paper, Foam), End-Use Industry, and Region - Global Forecast to 2030

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Abstracts

The global pressure sensitive adhesive tapes market size is projected to grow from USD 67.0 billion in 2023 to USD 92.4 billion, at a CAGR of 4.7%. In the dynamic landscape of industrial materials, pressure-sensitive adhesive tapes emerge as versatile and indispensable components, revolutionizing the way materials are bonded and secured across various sectors. These tapes, equipped with adhesive properties, adhere to surfaces upon application of slight pressure, offering a user-friendly and efficient solution for countless applications. From packaging and automotive manufacturing to healthcare and electronics, pressure-sensitive adhesive tapes play a pivotal role in enhancing efficiency, ensuring product integrity, and facilitating innovation. As a management consultant, understanding the nuances of this thriving market is crucial for businesses aiming to optimize their operations, innovate their products, and stay ahead in a competitive global market.

The acrylic segment is expected to register one of the highest market share during the forecast period

Acrylic pressure-sensitive adhesive tapes emerge as a superior solution within the pressure-sensitive tape landscape, characterized by their exceptional shear strength and durability, surpassing the qualities of rubber-based counterparts. These tapes exhibit a unique set of properties, including rapid curing, outstanding resistance to oxidation, temperature variations, and UV radiation, alongside features such as color stability, anti-aging attributes, and a harmonious balance of adhesion and cohesion.

Notably, they demonstrate elevated levels of peel, tack, and shear strength, establishing them as the preferred choice despite their comparatively higher cost when pitted against rubber-based alternatives.

The water-based segment in technology is expected to register one of the highest CAGR during the forecast period

In water-based pressure-sensitive adhesive tapes, acrylic resin takes precedence as the primary resin type. Acrylics demonstrate versatility, excelling in both permanent and removable adhesive applications. Permanent adhesives benefit from high tack and peel strength, while acrylic adhesives intended for removable usage exhibit notable mechanical stability and cohesive strength. Acrylics exhibit exceptional performance on a wide array of substrates and surfaces.

The growth trajectory of the water-based pressure-sensitive adhesive tapes market is propelled by escalating demand within the building and construction sector in the Asia Pacific region. Notably, countries like India and Taiwan, along with other emerging economies, are witnessing increased infrastructure projects, driving the need for these tapes. Water-based technology, with its superior adhesion properties to diverse substrates, finds extensive use in various packaging applications. The surge in demand is further attributed to the environmentally friendly nature of water-based technology, which eliminates VOC emissions during formulation. This environmentally conscious approach is a key driver behind the robust global demand for water-based pressure-sensitive adhesive tapes.

North America pressure sensitive adhesive tapes market is estimated to capture one of the highest share in terms of volume during the forecast period

North America stands out as a significant hub for the consumption and production of pressure-sensitive adhesive tapes. The region's robust demand is underpinned by a myriad of industries, including automotive, packaging, healthcare, and electronics, where these tapes find diverse applications. North America's commitment to innovation and advanced manufacturing processes fosters a dynamic market for pressure-sensitive adhesive tapes. The region's stringent quality standards, coupled with a strong emphasis on technological advancements, make it a pivotal player in shaping the future of adhesive technologies. As a management consultant, recognizing the strategic importance of North America in the pressure-sensitive adhesive tapes market is essential for businesses aiming to navigate and thrive in this competitive landscape.

The break-up of the profile of primary participants in the pressure sensitive adhesive tapes market:

By Company Type: Tier 1 – 46%, Tier 2 – 43%, and Tier 3 – 27%

By Designation: C Level – 21%, D Level – 23%, and Others – 56%

By Region: North America – 37%, Europe – 23%, Asia Pacific– 26%, Middle East & Africa – 10%, and South America – 4%

The key companies profiled in this report are 3M (US), tesa SE (Germany), Nitto Denko Corporation (Japan), Lintec Corporation (Japan), Intertape Polymer Group, (IPG) Inc (Canada), Avery Dennison Corporation (US), Lohmann GmbH & Co., KG (Germany), Berry Global Inc (US), Scapa Group plc (UK), Saint-Gobain Performance Plastics (France), Nichiban Co., Ltd (Japan), and others.

Research Coverage:

The pressure sensitive adhesive tapes market is segmented by Type (Single-Sided Tapes, Double-Sided Tapes, Others), Technology (Water-Based, Solvent-Based, Hot-Melt Based), Adhesive Type (Acrylic, Rubber, Silicone, Others), Backing or Carrier (Plastic, Paper, Foam, Cloth/Fabric, Others), End Use Industry (Consumer, Electronics, Automotive, Electrical Systems/Wire Harnessing, Industrial Distribution, Flexo Printing & Paper, Medical & Hygiene, Packaging, and Others), and Region (North America, Europe, Asia Pacific, the Middle East & Africa, and South America). The study's coverage covers detailed information on the key factors influencing the growth of the pressure sensitive adhesive tapes market, such as drivers, constraints, challenges, and opportunities. A thorough examination of the top industry players was carried out in order to provide insights into their company overview, solutions, and services; essential strategies; contracts, partnerships, and agreements. There includes coverage of new product and service launches, mergers and acquisitions, and ongoing developments in the pressure sensitive adhesive tapes market. A competitive analysis of emerging companies in the pressure sensitive adhesive tapes business ecosystem is included in this study. Reasons to buy this report: The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall pressure sensitive adhesive tapes market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-

market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Growing demand for pressure sensitive adhesive tapes in emerging economies), restraints (volatility in raw material prices), opportunities (collaboration of distributors in untapped markets), and challenges (stringent regulatory policies).

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the pressure sensitive adhesive tapes market

Market Development: Comprehensive information about lucrative markets – the report analyses the pressure sensitive adhesive tapes market across varied regions

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the pressure sensitive adhesive tapes market

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like 3M (US), tesa SE (Germany), Nitto Denko Corporation (Japan), Lintec Corporation (Japan), Intertape Polymer Group, (IPG) Inc (Canada), Avery Dennison Corporation (US), Lohmann GmbH & Co., KG (Germany), Berry Global Inc (US), Scapa Group plc (UK), Saint-Gobain Performance Plastics (France), Nichiban Co., Ltd (Japan). The report also helps stakeholders understand the pulse of the pressure sensitive adhesive tapes market and provides them information on key market drivers, restraints, challenges, and opportunities.

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