

# Self-Adhesive Labels Market by Composition (Facestock, Adhesive, Release Liner), Nature (Permanent, Removable, Repositionable), Type (Release Liner, Linerless), Printing Technology, Application, and Region - Global Forecast to 2028

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## Abstracts

The self-adhesive labels market is projected to grow from USD 53.2 billion in 2023 to USD 69.2 billion by 2028, at a CAGR of 5.4% from 2023 to 2028. The self-adhesive labels market is propelled by the increasing demand for product identification and branding, advancements in printing technologies, a focus on sustainability, and the need for anti-counterfeiting measures. As industries continue to evolve and consumer expectations shift, the self-adhesive labels market is expected to grow and diversify to meet the dynamic needs of various sectors.

“Release Liner to be the largest type used in self-adhesive labels market”

The release liner serves as a carrier for variable information and barcodes, facilitating seamless integration with automated labeling systems. This is particularly crucial in industries with high-volume production lines, such as food and beverage and logistics, where efficient and accurate labeling processes are essential. The compatibility of release liner labels with automated systems contributes to their faster adoption in environments where speed and precision are paramount.

“Permanent labels to be the fastest growing labels in the self-adhesive labels market.”

The rise of e-commerce and the global supply chain has contributed to the preference for permanent labels. Products often undergo long journeys from manufacturing to delivery, and permanent labels ensure that essential information, such as barcodes and

tracking details, remains intact throughout the logistics process. The durability of permanent labels is crucial in maintaining the integrity of the supply chain and minimizing the risk of data loss during transportation and storage.

“The Flexography holds the largest market share in the self-adhesive labels market”

The cost-effectiveness of flexography plays a significant role in its prominence. Flexo printing plates are relatively affordable compared to other printing technologies, and the simplicity of the flexo process contributes to lower setup and operational costs. As a result, businesses can achieve high-quality printing at a competitive cost per label, making flexography an attractive option for companies looking to balance quality and affordability in their labeling processes.

“Food & Beverages application holds the largest market share in self-adhesive labels market.”

The convenience and efficiency of self-adhesive labels play a pivotal role in their widespread adoption in the food and beverage sector. These labels are easy to apply, allowing for seamless integration into high-speed production lines. The quick application process ensures that manufacturers can meet the demands of fast-paced production environments while maintaining product quality and consistency. This efficiency is particularly important in an industry where rapid product turnover and timely labeling are essential.

“Asia Pacific is the biggest market for self-adhesive labels market.”

Advancements in printing technologies and materials have played a crucial role in the expansion of the self-adhesive labels market in the Asia Pacific. Manufacturers in the region are adopting cutting-edge printing techniques such as digital printing, which allows for cost-effective short runs, quick turnaround times, and high-quality graphics. This has fueled the adoption of self-adhesive labels across various industries, contributing to the overall market growth.

Extensive primary interviews were conducted to determine and verify the market size for several segments and sub-segments, and information was gathered through secondary research.

The break-up of primary interviews is given below:

By Department – Sales/Export/Marketing: 62%, Production: 26%, and R&D: 12%

By Designation – Managers: 55%, CXOs: 15%, and Executives: 30%

By Region – North America: 18%, Europe: 14%, Asia Pacific: 43%, Middle East & Africa: 21%, and South America: 4%

**Companies Covered:** The companies profiled in this market research report include CCL Industries (Canada), Avery Dennison Corporation (US), Multi-Color Corporation(US), Huhtamaki OYJ (Finland), and Coveris (Austria), and others.

**Research Coverage:**

The market study covers self-adhesive labels across various segments. It aims to estimate the market size and the growth potential of this market across different segments based on composition, nature, type, printing technology, application, and region. The study also includes an in-depth competitive analysis of key players in the market, their company profiles, key observations related to their products and business offerings, recent developments undertaken by them, and key growth strategies adopted by them to improve their position in the self-adhesive labels market.

**Key Benefits of Buying the Report**

The report is expected to help the market leaders/new entrants in this market share the closest approximations of the revenue numbers of the overall self-adhesive labels market and its segments and sub-segments. This report is projected to help stakeholders understand the competitive landscape of the market, gain insights to improve the position of their businesses and plan suitable go-to-market strategies. The report also aims to help stakeholders understand the pulse of the market and provides them with information on the key market drivers, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (increasing urban population, strong demand from end-use industries, growth of parent industry), restraints (advantages of wet-glue labels over self-adhesive labels, printing on package) opportunities (emerging economies, forward integrations in value chain), and challenges (varying

environmental mandates across regions) influencing the growth of the self-adhesive labels market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the self-adhesive labels market

**Market Development:** Comprehensive information about lucrative markets – the report analyses the self-adhesive labels market across varied regions

**Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the self-adhesive labels market

**Competitive Assessment:** In-depth assessment of market shares, growth strategies, and service offerings of leading players like as CCL Industries (Canada), Avery Dennison Corporation (US), Multi-Color Corporation(US), Huhtamaki OYJ (Finland), and Coveris (Austria), and others in the self-adhesive labels market

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