

Shrink Sleeve & Stretch Sleeve Labels Market by Polymer Film (PVC, PETG, OPS, PE and Others), by Type (Shrink and Stretch), by Ink & Printing Technology, by Application (Food, Beverages, Personal Care and Others), by Region - Global Forecast to 2020

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Abstracts

Increasing demand of tamper-evident & anti-counterfeiting, the rise in packaged food & beverages, and the increase in demand for sustainable polymer films are the factors driving the growth of the shrink sleeve & stretch sleeve labels market. Recycling of stretch & shrink sleeve labels is a major factor retraining the growth of the shrink sleeve & stretch sleeve labels market.

Major sleeve labels associations are emphasizing on spreading awareness about stretch & shrink sleeve labels, their benefits, and cost-effectiveness. There are also some manufacturers that are associated with providing stretch & shrink sleeve labels training to contractors and individuals. Consulting services are also provided by manufacturers to help consumers choose the most-effective stretch & shrink sleeve labels for their living spaces.

The stretch & shrink sleeve labels market is marked with intense competition due to the presence of a large number of both, big and small firms. New product launches, mergers & acquisitions, and partnerships & expansions are the key strategies adopted by market players to ensure their growth in the market. The key players in the market are Berry Plastics Group Inc. (U.S.), CCL Industries (Canada), Cenvo, Inc. (U.S.), Huhtamaki OYJ (Finland), Klockner Pentaplast Group (Germany), The Dow Chemical Company (U.S.), Fuji Seal International Inc. (Japan), Hammer Packaging (U.S.),

Macfarlane Group (U.K.), and Sleeveco (U.S.).

The major players in the market have a strong distribution network across the world and the financial strength to sustain them; however, the same cannot be said about the new entrants. For the stretch & shrink sleeve labels market, it is essential to have a strong distribution network to enable timely delivery of the product to customers, whenever needed. New entrants find it difficult to compete against established players in this regard.

The key players adopted inorganic growth strategies, such as acquisitions and partnerships & agreements to increase their scope in the market. These companies aimed at strengthening their position in the developed markets of Europe and North America and on entering the emerging stretch & shrink sleeve labels markets of the Asia-Pacific region and the Middle East. They invested considerably to acquire stretch & shrink sleeve labels businesses of local as well as established market players to reinforce their market position in the particular region.

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