

# Stretch Sleeve & Shrink Sleeve Labels Market With Covid-19 Impact Analysis, by Polymer Film (PVC, PETG, OPS, PE), Sleeve Type (Shrink and Stretch), Ink, Printing Technology, Embellishing Type, Application, and Region - Global Forecast to 2026

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# **Abstracts**

The global stretch sleeve & shrink sleeve labels market size is projected to grow from USD 14.4 billion in 2021 to USD 18.9 billion by 2026, at a CAGR of 5.6%. Growth in the stretch sleeve & shrink sleeve labels market can primarily be attributed to the increasing population, developing economies and GDP, increasing awareness, and increasing demand for tamper-evident labels. There is a continual demand from the food and beverage industry. These are the key factors driving the demand for stretch sleeve & shrink sleeve labels during the forecast period

The shrink sleeve labels are printed on a flexible shrink film that reduces in size through the application of heat. Once the film shrinks, it accommodates tightly to the shape of the end product. Shrink sleeves are widely used as they offer 360° printing facilities, tamper-evident features, and conform to any intricate shape of the end product. Additionally, it provides more space for information. Shrink sleeves are also used for sealing. Shrink sleeve labels are segmented into full-body, neck sleeve, and combination packaging.

"PVC is the largest polymer film segment of the stretch sleeve & shrink sleeve labels market"

On the basis of polymer film, the stretch sleeve & shrink sleeve labels market is segmented PVC, PETG, OPS, PE, and others. The PVC polymer film segment had the largest market share. PVC polymers are the most cost-effective films, and they shrink



up to 60% to 65%. PVC films have better dimensional stability, and hence it conforms easily to containers of various sizes. Additionally, PVC films require low heat for shrinking labels. PVC shrink labels are also a big concern for PET recyclers across the globe. The labels have a higher density than water and thus sink during the recycling processes with PET bottles. This contaminates the PET, reducing the per bale yield of PET recycling of bottles. Pre-wash label removers can be used to deal with this issue, but it adds an additional cost for the recyclers and hence, are not very popular.

"Shrink sleeve labels is the largest sleeve type segment of the stretch sleeve & shrink sleeve labels market"

The stretch sleeve & shrink sleeve labels market is segmented on the basis of sleeve type into the stretch sleeve labels and shrink sleeve labels. The shrink sleeve labels segment led the market in terms of both value and volume. The shrink sleeve labels are printed on a flexible shrink film that reduces in size through the application of heat. Once the film shrinks, it accommodates tightly to the shape of the end product. Shrink sleeves are widely used as they offer 360° printing facilities, tamper-evident features, and conform to any intricate shape of the end product. Additionally, it provides more space for information. Shrink sleeves are also used for sealing. Shrink sleeve labels are segmented into full-body, neck sleeve, and combination packaging.

"Other beverages segment is the largest application segment of the stretch sleeve & shrink sleeve labels market"

The stretch sleeve & shrink sleeve labels market is segmented on the basis of application into the food, wine & spirit, other beverages, beauty & personal care, healthcare, and others. Stretch & shrink sleeve labels are used as a marketing tool in water bottles, soft drinks, pallets, abrasives, cast steel, empty bottle packing, and boxes with sharp corners. The other beverages application is one of the major users of stretch & shrink sleeve labels. They are used as secondary packaging for many modern-day beverage products, such as carbonated soft drinks. Stretch & shrink sleeve labels are commonly used in other beverages packaging as they easily conform to unique object shapes and provide 360° coverage for maximum branding opportunities. It is being extensively used in specialty drinks, juices & flavored drinks, dairy products, and flavored water & energy drinks.

"The water based segment is the largest ink segment of the stretch sleeve & shrink sleeve labels market"



The stretch sleeve & shrink sleeve labels market is segmented on the basis of ink into water based, UV, and solvent based. Water-based inks use water or other solvents, which do not lead to the production of ozone as the carrier for ink. The availability and use of acceptable water-based inks depend on the substrates that are to be printed and the end-use characteristic to which the product will be subjected. The use of water-based inks on substrates such as films and foils vary and may require special treatment to have the inks or coatings adhere to it.

Water-based inks have been used for flexographic printing on paper & paperboard for a very long time, and it was successful because of the absorbent nature of paper fibers. However, printing a film or foil with water-based ink is very difficult, where water beads up and slides around the surface. Therefore, a lot of modifications are required to facilitate the transfer and adhesion of water inks.

"The rotogravure segment is the largest printing technology segment of the stretch sleeve & shrink sleeve labels market"

The stretch sleeve & shrink sleeve labels market is segmented on the basis of printing technology into the rotogravure, flexography, and digital printing. Rotogravure, or gravure for short, is the most used technology for printing stretch & shrink sleeve labels around the world. In gravure, the image is etched on the surface of a metal plate with ink, creating a recess for the image to be printed. The recesses are then filled with ink, while the non-printing part of the plate is scraped free of ink. The substrate is pressed against the inked plate and the image is transferred. This involves a direct printing process involving sturdy and robust machines with excellent drying, giving a very stable and consistent print. With gravure technology, there is a possibility of fast changeovers and the capability to handle a huge range of substrates for printing.

"The hot foil segment is the largest embellishment segment of the stretch sleeve & shrink sleeve labels market"

The stretch sleeve & shrink sleeve labels market is segmented on the basis of embellishment into hot foil, cold foil, others. Hot foil stamping is the process of applying a metallic foil finish to labels. In a hot stamping machine, a metal die made in the pattern of the artwork to be foiled presses the foil against the substrate under intense pressure and high heat. Then the excess foil (the portion not intended to highlight anything) is stripped away, leaving only the foil that has been bonded to the selected areas of the printed image. It is popular for creating highlights and premium metallic finishes. It is available in a range of colors, including gold, silver, and bronze.



Holographic patterns are also made for specialty finishes.

"APAC is the largest market for stretch sleeve & shrink sleeve labels market"

The APAC region is projected to be the largest market and is also expected to be the region with the highest CAGR during the forecast period. Countries like China, India and Japan contribute majorly to the stretch sleeve & shrink sleeve labels market. The usage of stretch & shrink sleeve labels in the region has increased due to cost-effectiveness, easy availability of raw materials, and demand for product labeling from highly populated countries such as India and China. The increasing scope of applications of stretch & shrink sleeve labels in the food & beverage, healthcare, and beauty & personal care industries in the region is expected to drive the market in the region. The growing population in these countries presents a huge customer base for FMCG products and food & beverages. Industrialization, growing middle-class population, rising disposable income, changing lifestyles, and rising consumption of packed products are expected to drive the demand for stretch & shrink sleeve labels during the forecast period.

The breakdown of primary interviews is given below:

By Department: Sales/Export/Marketing – 60%, Production – 25%, and R&D –15%

By Designation: Managers – 50%, CXOs – 30%, and Executives – 20%

By Region: APAC – 42%, North America – 18%, Europe – 14%, Middle East & Africa – 22%, and South America – 4%

The key companies profiled in this report on the stretch sleeve & shrink sleeve labels market include Alcoa Corporation (US), Ryobi Limited (Japan), Aluminum Corporation of China Limited (China), Rio Tinto (UK), United Company RUSAL (Russia) are key players in stretch sleeve & shrink sleeve labels market.

### Research Coverage

The stretch sleeve & shrink sleeve labels market has been segmented based on process, end-use sector, and region. This report covers the stretch sleeve & shrink sleeve labels market and forecasts its market size until 2026. It also provides detailed



information on company profiles and competitive strategies adopted by the key players to strengthen their position in the stretch sleeve & shrink sleeve labels market. The report also provides insights into the drivers and restraints in the stretch sleeve & shrink sleeve labels market along with opportunities and challenges. The report also includes profiles of top manufacturers in the stretch sleeve & shrink sleeve labels market.

# Reasons to Buy the Report

The report is expected to help market leaders/new entrants in the following ways:

- 1. This report segments the stretch sleeve & shrink sleeve labels market and provides the closest approximations of revenue numbers for the overall market and its segments across different verticals and regions.
- 2. This report is expected to help stakeholders understand the pulse of the stretch sleeve & shrink sleeve labels market and provide information on key market drivers, restraints, challenges, and opportunities influencing the market growth.
- 3. This report is expected to help stakeholders obtain an in-depth understanding of the competitive landscape of the stretch sleeve & shrink sleeve labels market and gain insights to improve the position of their businesses. The competitive landscape section includes detailed information on strategies, such as merger & acquisition, new product developments, expansions, and collaborations.



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