

Variable Data Printing Market in Labels by Label Type (Release Liner, Linerless), Composition (Facestock, Topcoat), Printing Technology (Thermal Transfer, Direct Thermal, Electrophotography, Inkjet), End-use Sector, Region - Forecast to 2021

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Abstracts

The global variable data printing market in labels is projected grow from USD 10.79 billion in 2016 to reach USD 22.27 billion by 2021, at a projected CAGR of 15.61%. Increasing demand for variable data printing for diverse applications in food & beverage, pharmaceutical, consumer durables, home & personal care, and retail sectors is driving the growth of the variable data printing market in labels.

“The food & beverage sector is projected to grow at the highest rate during the forecast period”

The food & beverage sector formed the largest market in the variable data printing market in labels in 2015. This sector is projected to remain the major consumer through the forecast period. Due to rising disposable incomes especially in emerging markets, increased consumption of packed and branded food due to growing concern about product ingredients, shelf life, and dosage directions has increased the demand for variable data printed labels.

“North America dominated the variable data printing market in labels in 2015”

North America held the largest market in the variable data printing market in labels in 2015 and is projected to dominate the market during the forecast. The growth of this market is attributed to the increasing purchase of consumer durables, high demand for packed food and pharmaceutical products, and changing government policies regarding

packaging and label applications.

Breakdown of Primaries:

Primary interviews were conducted with a number of industry experts in order to collect data related to different aspects of the variable data printing market in labels. Primary sources include professionals such as opinion leaders, executives, vice presidents, and CEOs of companies in the labeling and packaging industries. The following is the breakdown of primaries:

By Company Type: Tier 1: 40%; Tier 2: 60%

By Designation: Director Level: 60%; Manager Level: 40%

By Region: North America: 60%; Europe: 20%; RoW: 20%

Tier 1: Revenue > USD 500 million

Tier 2: Revenue USD 100 to USD 500 million

The various key companies profiled in the report are as follows:

1. HP Inc. (U.S.)
2. Canon Inc. (Japan)
3. 3M Company (U.S.)
4. Xerox Corporation (U.S.)
5. R.R. Donnelley & Sons Company (U.S.)
6. Mondi Plc (South Africa)
7. Avery Dennison Corporation (U.S.)
8. Quad/Graphics Inc. (U.S.)
9. Cenvo, Inc. (U.S.)
10. WS Packaging Group, Inc. (U.S.)

This report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the variable data printing market in labels comprehensively and provides the closest approximations of the revenue numbers for the overall market and

the subsegments across the different verticals and regions.

2. The report will help stakeholders to understand the market and provides them information on key market drivers, restraints, challenges, and opportunities.

3. This report will help stakeholders to better understand their competitors and gain more insights about their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, agreements, investments, contracts, partnerships, and acquisitions.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 STUDY SCOPE
 - 1.3.1 REGIONAL SCOPE
 - 1.3.2 PERIODIZATION CONSIDERED
- 1.4 CURRENCY CONSIDERED
- 1.5 UNITS CONSIDERED
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
- 2.2 MARKET SIZE ESTIMATION
- 2.3 MARKET BREAKDOWN & DATA TRIANGULATION
- 2.4 RESEARCH ASSUMPTIONS & LIMITATIONS
 - 2.4.1 ASSUMPTIONS OF THE RESEARCH STUDY
 - 2.4.2 LIMITATIONS OF THE RESEARCH STUDY

3 EXECUTIVE SUMMARY

- 3.1 OVERVIEW
- 3.2 VARIABLE DATA PRINTING MARKET IN LABELS
- 3.3 VARIABLE DATA PRINTING MARKET IN LABELS, BY END-USE SECTOR, 2016 VS. 2021 (USD MILLION)
- 3.4 RELEASE LINER TO BE THE MOST WIDELY USED VARIABLE DATA PRINTING LABEL TYPE THROUGH 2021

4 PREMIUM INSIGHTS

- 4.1 EMERGING ECONOMIES TO WITNESS HIGHER DEMAND FOR VARIABLE DATA PRINTING IN LABELS

4.2 FOOD & BEVERAGE SECTOR IS PROJECTED TO GROW AT THE HIGHEST CAGR FROM 2016 TO 2021

4.3 VARIABLE DATA PRINTING MARKET IN LABELS, BY COMPOSITION (2016 VS. 2021)

4.4 THERMAL TRANSFER PRINTING TECHNOLOGY CAPTURED THE LARGEST SHARE IN THE ASIA-PACIFIC REGION, IN 2015

4.5 NORTH AMERICA RECORDED THE HIGHEST DEMAND FOR VARIABLE DATA PRINTING IN LABELS IN 2015

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 VARIABLE DATA PRINTING MARKET IN LABELS: SEGMENTATION

5.3 MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Increasing demand for variable data printed labels from food & beverage sector

5.3.1.2 Growth in pharmaceutical sector

5.3.1.3 Increased focus on aesthetic appeal of products and innovative printing

5.3.1.4 Improved manufacturing activities, globally

5.3.1.5 Growing e-commerce industry

5.3.1.6 Growth of the parent industry

5.3.2 RESTRAINTS

5.3.2.1 New technologies that enable printing on packages might diminish the demand for labels printing

5.3.2.2 High cost of raw materials affects the growth of variable data printing market in labels

5.3.3 OPPORTUNITIES

5.3.3.1 Increasing demand in developing economies

5.3.3.2 Emergence of new products and technologies

5.3.3.3 Expanding digital expertise

5.3.4 CHALLENGES

5.3.4.1 Varying packaging and printing regulations across regions

6 VARIABLE DATA PRINTING MARKET IN LABELS, BY LABEL TYPE

6.1 INTRODUCTION

6.1.1 RELEASE LINER LABELS PROJECTED TO GROW AT THE HIGHEST RATE IN THE VARIABLE DATA PRINTING MARKET IN LABELS DURING THE FORECAST

PERIOD

6.2 RELEASE LINER LABELS

6.2.1 VARIABLE DATA PRINTING MARKET FOR RELEASE LINER LABELS, BY REGION

6.3 LINERLESS LABELS

6.3.1 VARIABLE DATA PRINTING MARKET FOR LINERLESS LABELS, BY REGION

7 VARIABLE DATA PRINTING MARKET IN LABELS, BY COMPOSITION

7.1 INTRODUCTION

7.1.1 FACESTOCK SEGMENT IS PROJECTED TO GROW AT THE HIGHEST RATE DURING THE FORECAST PERIOD

7.2 FACESTOCK

7.2.1 VARIABLE DATA PRINTING MARKET FOR FACESTOCK, BY REGION

7.3 TOPCOAT

7.3.1 VARIABLE DATA PRINTING MARKET FOR TOPCOAT, BY REGION

8 VARIABLE DATA PRINTING MARKET IN LABELS, BY PRINTING TECHNOLOGY

8.1 INTRODUCTION

8.2 THERMAL TRANSFER

8.2.1 THERMAL TRANSFER VARIABLE DATA PRINTING MARKET IN LABELS, BY REGION

8.3 DIRECT THERMAL

8.3.1 DIRECT THERMAL VARIABLE DATA PRINTING MARKET IN LABELS, BY REGION

8.4 ELECTROPHOTOGRAPHY

8.4.1 ELECTROPHOTOGRAPHY VARIABLE DATA PRINTING MARKET IN LABELS, BY REGION

8.5 INKJET

8.5.1 INKJET VARIABLE DATA PRINTING MARKET IN LABELS, BY REGION

9 VARIABLE DATA PRINTING MARKET IN LABELS, BY END-USE SECTOR

9.1 INTRODUCTION

9.1.1 FOOD & BEVERAGE SECTOR IS PROJECTED TO GROW AT THE HIGHEST RATE IN THE VARIABLE DATA PRINTING MARKET IN LABELS DURING THE FORECAST PERIOD

9.2 FOOD & BEVERAGES

9.2.1 VARIABLE DATA PRINTING MARKET IN LABELS IN FOOD & BEVERAGE, BY REGION

9.3 CONSUMER DURABLES

9.3.1 VARIABLE DATA PRINTING MARKET IN LABELS IN CONSUMER DURABLES, BY REGION

9.4 PHARMACEUTICALS

9.4.1 VARIABLE DATA PRINTING MARKET IN LABELS IN PHARMACEUTICALS, BY REGION

9.5 HOME & PERSONAL CARE

9.5.1 VARIABLE DATA PRINTING MARKET IN LABELS IN HOME & PERSONAL CARE, BY REGION

9.6 RETAIL

9.6.1 VARIABLE DATA PRINTING MARKET IN LABELS MARKET IN RETAIL, BY REGION

9.7 OTHERS

9.7.1 VARIABLE DATA PRINTING MARKET IN LABELS MARKET IN OTHER END-USE SECTORS, BY REGION

10 VARIABLE DATA PRINTING MARKET IN LABELS, BY REGION

10.1 INTRODUCTION

10.2 NORTH AMERICA

10.2.1 NORTH AMERICA: VARIABLE DATA PRINTING MARKET IN LABELS, BY COUNTRY

10.2.1.1 U.S. dominated the variable data printing market in labels in the North American region in 2015

10.2.2 NORTH AMERICA: VARIABLE DATA PRINTING MARKET IN LABELS, BY LABEL TYPE

10.2.2.1 Release liner labels segment dominated the variable data printing market in labels in the North American region in 2015

10.2.3 NORTH AMERICA: VARIABLE DATA PRINTING MARKET IN LABELS, BY COMPOSITION

10.2.3.1 Facestock segment is projected to be the fastest-growing in the North American market during the forecast period

10.2.4 NORTH AMERICA: VARIABLE DATA PRINTING MARKET IN LABELS, BY PRINTING TECHNOLOGY

10.2.4.1 Thermal transfer printing technology dominated the North American market

10.2.5 NORTH AMERICA: VARIABLE DATA PRINTING MARKET IN LABELS, BY END-USE SECTOR

10.2.5.1 Food & beverage sector was the largest consumer of variable data printed labels in 2015

10.2.6 U.S.

10.2.6.1 U.S.: Variable data printing market in labels, by label type

10.2.6.1.1 Release liner labels accounted for the majority share in the variable data printing market in labels in 2015

10.2.6.2 U.S.: Variable data printing market in labels, by composition

10.2.6.2.1 Facestock segment dominated the U.S. variable data printing market in labels in 2015

10.2.6.3 U.S.: Variable data printing market in labels, by technology

10.2.6.3.1 Inkjet printing technology segment is projected to grow at the highest CAGR in the U.S. during the forecast period

10.2.6.4 U.S.: Variable data printing market in labels, by end-use sector

10.2.6.4.1 Variable data printed labels are widely used in the food & beverage sector

10.2.7 CANADA

10.2.7.1 Canada: Variable data printing market in labels, by label type

10.2.7.1.1 Linerless labels segment is gaining popularity for variable data printing due to its environment-friendly features

10.2.7.2 Canada: Variable data printing market in labels, by composition

10.2.7.2.1 Facestock segment in Canada to grow at a considerable rate from 2016 to 2021

10.2.7.3 Canada: Variable data printing market in labels, by technology

10.2.7.3.1 Direct thermal printing accounted for the second-largest share in the Canadian market in 2015

10.2.7.4 Canada: Variable data printing market in labels, by end-use sector

10.2.7.4.1 Pharmaceuticals is projected to be the second-fastest end-use sector in the Canadian market

10.2.8 MEXICO

10.2.8.1 Mexico: Variable data printing market in labels, by label type

10.2.8.1.1 Linerless labels accounted for the second-largest share in the Mexican market in 2015

10.2.8.2 Mexico: Variable data printing market in labels, by composition

10.2.8.2.1 Topcoat segment to grow at the second-highest CAGR in Mexico

10.2.8.3 Mexico: Variable data printing market in labels, by technology

10.2.8.3.1 Ability to produce quality printing at low cost is expected to drive the demand for inkjet printing technology

10.2.8.4 Mexico: Variable data printing market in labels, by end-use sector

10.2.8.4.1 Consumer durables sector accounted for the second-largest share in

Mexico

10.3 EUROPE

10.3.1 EUROPE: VARIABLE DATA PRINTING MARKET IN LABELS, BY COUNTRY

10.3.1.1 Germany dominated the European variable data printing market in labels in 2015

10.3.2 EUROPE: VARIABLE DATA PRINTING MARKET IN LABELS, BY LABEL TYPE

10.3.2.1 Release liner labels to register the highest rate in the European market during the forecast period

10.3.3 EUROPE: VARIABLE DATA PRINTING MARKET IN LABELS, BY COMPOSITION

10.3.3.1 Facestock was largely used as the surface material to print variable data in Europe

10.3.4 EUROPE: VARIABLE DATA PRINTING MARKET IN LABELS, BY PRINTING TECHNOLOGY

10.3.4.1 Thermal transfer technology dominated the European variable data printing market in labels in 2015

10.3.5 EUROPE: VARIABLE DATA PRINTING MARKET IN LABELS, BY END-USE SECTOR

10.3.5.1 Food & beverage to be the fastest-growing end-use sector in Europe

10.3.6 GERMANY

10.3.6.1 Germany: Variable data printing market in labels, by label type

10.3.6.1.1 Release liner labels accounted for the largest share in Germany in 2015

10.3.6.2 Germany: Variable data printing market in labels, by composition

10.3.6.2.1 Facestock dominated the German variable data printing market in labels in 2015

10.3.6.3 Germany: Variable data printing market in labels, by printing technology

10.3.6.3.1 Thermal transfer technology is largely used in the German variable data printing market in labels

10.3.6.4 Germany: Variable data printing market in labels, by end-use sector

10.3.6.4.1 Pharmaceutical is the second-fastest growing sector for variable data printing in labels

10.3.7 U.K.

10.3.7.1 U.K.: Variable data printing market in labels, by label type

10.3.7.1.1 Convenience to cut labels at any size or shape is expected to stimulate the demand for release liner labels

10.3.7.2 U.K.: Variable data printing market in labels, by composition

10.3.7.2.1 Facestock is projected to grow at a considerable rate from 2016 to 2021 in the U.K.

10.3.7.3 U.K.: Variable data printing market in labels, by printing technology

10.3.7.3.1 Thermal transfer technology is mostly used for variable data printing on labels

10.3.7.4 U.K.: Variable data printing market in labels, by end-use sector

10.3.7.4.1 After food & beverage, consumer durables dominated the market in the U.K. in 2015

10.3.8 FRANCE

10.3.8.1 France: Variable data printing market in labels, by label type

10.3.8.1.1 Release liner labels was the largest segment in the French Variable data printing market in labels in 2015

10.3.8.2 France: Variable data printing market in labels, by composition

10.3.8.2.1 Facestock to lead the market in France through 2021

10.3.8.3 France: Variable data printing market in labels, by printing technology

10.3.8.3.1 Inkjet to register the highest growth rate during the forecast period

10.3.8.4 France: Variable data printing market in labels, by end-use sector

10.3.8.4.1 Variable data printed labels widely used in the food & beverage sector

10.3.9 REST OF EUROPE

10.3.9.1 Rest of Europe: Variable data printing market in labels, by label type

10.3.9.1.1 Linerless labels are gaining popularity in the Rest of Europe

10.3.9.2 Rest of Europe: Variable data printing market in labels, by composition

10.3.9.2.1 Facestock is gaining popularity in the Rest of Europe

10.3.9.3 Rest of Europe: Variable data printing market in labels, by printing technology

10.3.9.3.1 Thermal transfer to be the second-fastest growing printing technology in the Rest of Europe from 2016 to 2021

10.3.9.4 Rest of Europe: Variable data printing market in labels, by end-use sector

10.3.9.4.1 Food & beverage accounted for the largest share in 2015

10.4 ASIA-PACIFIC

10.4.1 ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET IN LABELS, BY COUNTRY

10.4.1.1 China is projected to be the fastest-growing market during the forecast period

10.4.2 ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET IN LABELS, BY LABEL TYPE

10.4.2.1 The release liner labels segment dominated the Asia-Pacific variable data printing market in labels in 2015

10.4.3 ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET IN LABELS, BY COMPOSITION

10.4.3.1 The facestock segment accounted for a larger market share in Asia-Pacific

in 2015

10.4.4 ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET IN LABELS, BY PRINTING TECHNOLOGY

10.4.4.1 Inkjet technology segment is projected to grow at the highest CAGR during the forecast period

10.4.5 ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET IN LABELS, BY END-USE SECTOR

10.4.5.1 Food & beverage sector dominated the Asia-Pacific variable data printing market in labels in 2015

10.4.6 CHINA

10.4.6.1 China: Variable data printing market in labels, by label type

10.4.6.1.1 Release liner labels dominated the Chinese variable data printing market in labels in 2015

10.4.6.2 China: Variable data printing market in labels, by composition

10.4.6.2.1 The facestock segment accounted for a larger market share in China in 2015

10.4.6.3 China: Variable data printing market in labels, by printing technology

10.4.6.3.1 Thermal transfer segment is projected to grow at the second-highest CAGR during the forecast period

10.4.6.4 China: Variable data printing market in labels, by end-use sector

10.4.6.4.1 The pharmaceutical sector to be the fastest-growing segment in the Chinese market from 2016 to 2021

10.4.7 JAPAN

10.4.7.1 Japan: Variable data printing market in labels, by label type

10.4.7.1.1 The release liner labels segment dominated the Japanese variable data printing market in labels in 2015

10.4.7.2 Japan: Variable data printing market in labels, by composition

10.4.7.2.1 The facestock composition segment accounted for a larger market share in Japan in 2015

10.4.7.3 Japan: Variable data printing market in labels, by printing technology

10.4.7.3.1 Inkjet technology segment is projected to grow at the highest CAGR during the forecast period

10.4.7.4 Japan: Variable data printing market in labels, by end-use sector

10.4.7.4.1 Consumer durables held the second-largest market share in Japan in 2015

10.4.8 INDIA

10.4.8.1 India: Variable data printing market in labels, by label type

10.4.8.1.1 The release liner labels segment dominated the market in India in 2015

10.4.8.2 India: Variable data printing market in labels, by composition

10.4.8.2.1 Facestock segment is projected to grow at a higher CAGR during the forecast period

10.4.8.3 India: Variable data printing market in labels, by printing technology

10.4.8.3.1 Thermal transfer segment is projected to grow at the second-highest CAGR during the forecast period

10.4.8.4 India: Variable data printing market in labels, by end-use sector

10.4.8.4.1 The food & beverage sector dominated the variable data printing market in labels in India in 2015

10.4.9 AUSTRALIA

10.4.9.1 Australia: Variable data printing market in labels, by label type

10.4.9.1.1 The release liner labels segment dominated the Australian variable data printing market in labels in 2015

10.4.9.2 Australia: Variable data printing market in labels, by composition

10.4.9.2.1 The facestock segment accounted for a larger market share in Australia in 2015

10.4.9.3 Australia: variable data printing market in labels, by printing technology

10.4.9.3.1 Direct thermal accounted for the second-largest market share in Australia in 2015

10.4.9.4 Australia: Variable data printing market in labels, by end-use sector

10.4.9.4.1 The food & beverages sector is projected to be the fastest-growing in Australia from 2016 to 2021

10.4.10 REST OF ASIA-PACIFIC

10.4.10.1 Rest of Asia-Pacific: Variable data printing market in labels, by label type

10.4.10.1.1 The release liner labels dominated the Rest of Asia-Pacific market in 2015

10.4.10.2 Rest of Asia-Pacific: Variable data printing market in labels, by composition

10.4.10.2.1 The facestock segment accounted for a larger market share in the Rest of Asia-Pacific in 2015

10.4.10.3 Rest of Asia-Pacific: Variable data printing market in labels, by printing technology

10.4.10.3.1 Inkjet technology segment is projected to grow at the highest CAGR during the forecast period

10.4.10.4 Rest of Asia-Pacific: Variable data printing market in labels, by end-use sector

10.4.10.4.1 Food & beverage sector dominated the Rest of Asia-Pacific market in 2015

10.5 REST OF THE WORLD

10.5.1 ROW: VARIABLE DATA PRINTING MARKET IN LABELS, BY COUNTRY

10.5.1.1 Brazil dominated the market in the RoW region in 2015

10.5.2 ROW: VARIABLE DATA PRINTING MARKET IN LABELS, BY LABEL TYPE

10.5.2.1 The release liner labels segment dominated the RoW market

10.5.3 ROW: VARIABLE DATA PRINTING MARKET IN LABELS, BY COMPOSITION

10.5.3.1 The facestock segment accounted for the largest market share in RoW in 2015

10.5.4 ROW: VARIABLE DATA PRINTING MARKET IN LABELS, BY PRINTING TECHNOLOGY

10.5.4.1 The thermal transfer segment is projected to grow at the second-highest CAGR

10.5.5 ROW: VARIABLE DATA PRINTING MARKET IN LABELS, BY END-USE SECTOR

10.5.5.1 The food & beverage segment to grow at the highest CAGR from 2016 to 2021

10.5.6 BRAZIL

10.5.6.1 Brazil: Variable data printing market in labels, by label type

10.5.6.1.1 The release liner labels segment dominated the Brazilian market

10.5.6.2 Brazil: Variable data printing market in labels, by composition

10.5.6.2.1 The facestock segment accounted for the largest market share in Brazil in 2015

10.5.6.3 Brazil: variable data printing market in labels, by printing technology

10.5.6.3.1 The direct thermal segment accounted for the second-largest market share in Brazil in 2015

10.5.6.4 BRAZIL: Variable data printing market in labels, by end-use sector

10.5.6.4.1 The pharmaceutical sector to be the fastest-growing end-use segment in the Brazilian market from 2016 to 2021

10.5.7 ARGENTINA

10.5.7.1 Argentina: Variable data printing market in labels, by label type

10.5.7.1.1 The release liner labels segment accounted for the largest market share in Argentina in 2015

10.5.7.2 Argentina: Variable data printing market in labels, by composition

10.5.7.2.1 The facestock composition segment dominated the market in 2015

10.5.7.3 Argentina: variable data printing market in labels, by printing technology

10.5.7.3.1 The thermal transfer segment is projected to grow at the second-highest CAGR

10.5.7.4 Argentina: Variable data printing market in labels, by end-use sector

10.5.7.4.1 Consumer durables accounted for the second-largest share in Argentina in 2015

10.5.8 SOUTH AFRICA

10.5.8.1 South Africa: Variable data printing market in labels, by label type

10.5.8.1.1 Release liner labels dominated the South African variable data printing market in labels

10.5.8.2 South Africa: Variable data printing market in labels, by composition

10.5.8.2.1 The facestock segment accounted for the largest market share in South Africa in 2015

10.5.8.3 South Africa: variable data printing market in labels, by printing technology

10.5.8.3.1 The inkjet technology segment is projected to grow at the highest CAGR during the forecast period

10.5.8.4 South Africa: Variable data printing market in labels, by end-use sector

10.5.8.4.1 The food & beverage sector dominated the South African market

10.5.9 OTHERS IN ROW

10.5.9.1 Others in RoW: Variable data printing market in labels, by label type

10.5.9.1.1 The release liner labels segment dominated the market in this region in 2015

10.5.9.2 Others in RoW: Variable data printing market in labels, by composition

10.5.9.2.1 The facestock segment projected to be the fastest-growing segment from 2016 to 2021

10.5.9.3 Others in RoW: variable data printing market in labels, by printing technology

10.5.9.3.1 The direct thermal segment accounted for the second-largest market share in 2015

10.5.9.4 Others in RoW: Variable data printing market size in labels, by end-use sector

10.5.9.4.1 Consumer durables accounted for the second-largest market share in 2015

11 COMPETITIVE LANDSCAPE

11.1 OVERVIEW

11.1.1 GROWTH SCENARIO OF TOP FIVE COMPANIES IN THE VARIABLE DATA PRINTING MARKET IN LABELS (2011–2015)

11.2 COMPETITIVE SITUATION & TRENDS

11.2.1 NEW PRODUCT LAUNCHES AND TECHNOLOGICAL ADVANCEMENT WAS THE MOST DOMINANT STRATEGY, WHILE XEROX CORPORATION WAS OBSERVED TO BE THE MOST ACTIVE PLAYER

11.2.2 NEW PRODUCT LAUNCHES AND TECHNOLOGICAL ADVANCEMENTS WERE THE KEY STRATEGIES UNDERTAKEN BY MARKET LEADERS IN THE VARIABLE DATA PRINTING MARKET IN LABELS

11.2.3 NEW PRODUCT LAUNCHES & TECHNOLOGICAL ADVANCEMENTS

11.3 MERGERS & ACQUISITIONS

- 11.4 EXPANSIONS & DIVESTITURES
- 11.5 AGREEMENTS & PARTNERSHIPS

12 COMPANY PROFILES

12.1 INTRODUCTION

(Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, Ratio Analysis, MnM View)*

- 12.2 HP INC.
- 12.3 CANON, INC.
- 12.4 3M COMPANY
- 12.5 XEROX CORPORATION
- 12.6 RR DONNELLEY & SONS COMPANY
- 12.7 MONDI PLC
- 12.8 AVERY DENNISON CORPORATION
- 12.9 QUAD/GRAPHICS, INC.
- 12.10 CENVEO, INC.
- 12.11 WS PACKAGING GROUP, INC.

*Details on Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

13 APPENDIX

- 13.1 DISCUSSION GUIDE
- 13.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 13.3 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE
- 13.4 AVAILABLE CUSTOMIZATIONS
- 13.5 RELATED REPORTS

12. LIST OF TABLES

TABLE 1 VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 2 VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 3 VARIABLE DATA PRINTING MARKET SIZE FOR RELEASE LINER LABELS, BY REGION, 2014–2021 (USD MILLION)

TABLE 4 VARIABLE DATA PRINTING MARKET SIZE FOR RELEASE LINER LABELS, BY REGION, 2014–2021 (BILLION A4 SHEETS)

TABLE 5 VARIABLE DATA PRINTING MARKET SIZE FOR LINERLESS LABELS, BY REGION, 2014–2021 (USD MILLION)

TABLE 6 VARIABLE DATA PRINTING MARKET SIZE FOR LINERLESS LABELS, BY REGION, 2014–2021 (BILLION A4 SHEETS)

TABLE 7 VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 8 VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 9 VARIABLE DATA PRINTING MARKET SIZE FOR FACESTOCK, BY REGION, 2014–2021 (USD MILLION)

TABLE 10 VARIABLE DATA PRINTING MARKET SIZE FOR FACESTOCK, BY REGION, 2014–2021 (BILLION A4 SHEETS)

TABLE 11 VARIABLE DATA PRINTING MARKET SIZE FOR TOPCOAT, BY REGION, 2014–2021 (USD MILLION)

TABLE 12 VARIABLE DATA PRINTING MARKET SIZE FOR TOPCOAT, BY REGION, 2014–2021 (BILLION A4 SHEETS)

TABLE 13 VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 14 VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 15 THERMAL TRANSFER VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY REGION, 2014–2021 (USD MILLION)

TABLE 16 THERMAL TRANSFER VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY REGION, 2014–2021 (BILLION A4 SHEETS)

TABLE 17 DIRECT THERMAL VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY REGION, 2014–2021 (USD MILLION)

TABLE 18 DIRECT THERMAL VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY REGION, 2014–2021 (BILLION A4 SHEETS)

TABLE 19 ELECTROPHOTOGRAPHY VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY REGION, 2014–2021 (USD MILLION)

TABLE 20 ELECTROPHOTOGRAPHY VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY REGION, 2014–2021 (BILLION A4 SHEETS)

TABLE 21 INKJET VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY REGION, 2014–2021 (USD MILLION)

TABLE 22 INKJET VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY

REGION, 2014–2021 (BILLION A4 SHEETS)

TABLE 23 VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 24 VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 25 VARIABLE DATA PRINTING MARKET SIZE IN LABELS IN FOOD & BEVERAGE, BY REGION, 2014–2021 (USD MILLION)

TABLE 26 VARIABLE DATA PRINTING MARKET SIZE IN LABELS IN FOOD & BEVERAGE, BY REGION, 2014–2021 (BILLION A4 SHEETS)

TABLE 27 VARIABLE DATA PRINTING MARKET SIZE IN LABELS IN CONSUMER DURABLES, BY REGION, 2014–2021 (USD MILLION)

TABLE 28 VARIABLE DATA PRINTING MARKET SIZE IN LABELS IN CONSUMER DURABLES, BY REGION, 2014–2021 (BILLION A4 SHEETS)

TABLE 29 VARIABLE DATA PRINTING MARKET SIZE IN LABELS IN PHARMACEUTICALS, BY REGION, 2014–2021 (USD MILLION)

TABLE 30 VARIABLE DATA PRINTING MARKET SIZE IN LABELS IN PHARMACEUTICALS, BY REGION, 2014–2021 (BILLION A4 SHEETS)

TABLE 31 VARIABLE DATA PRINTING MARKET SIZE IN LABELS IN HOME & PERSONAL CARE, BY REGION, 2014–2021 (USD MILLION)

TABLE 32 VARIABLE DATA PRINTING MARKET SIZE IN LABELS IN HOME & PERSONAL CARE, BY REGION, 2014–2021 (BILLION A4 SHEETS)

TABLE 33 VARIABLE DATA PRINTING MARKET SIZE IN LABELS IN RETAIL, BY REGION, 2014–2021 (USD MILLION)

TABLE 34 VARIABLE DATA PRINTING MARKET SIZE IN LABELS IN RETAIL, BY REGION, 2014–2021 (BILLION A4 SHEETS)

TABLE 35 VARIABLE DATA PRINTING MARKET SIZE IN LABELS MARKET IN OTHER END-USE SECTORS, BY REGION, 2014–2021 (USD MILLION)

TABLE 36 VARIABLE DATA PRINTING MARKET SIZE IN LABELS MARKET IN OTHER END-USE SECTORS, BY REGION, 2014–2021 (BILLION A4 SHEETS)

TABLE 37 VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY REGION, 2014–2021 (USD MILLION)

TABLE 38 VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY REGION, 2014–2021 (BILLION A4 SHEETS)

TABLE 39 NORTH AMERICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COUNTRY, 2014–2021 (USD MILLION)

TABLE 40 NORTH AMERICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COUNTRY, 2014–2021 (BILLION A4 SHEETS)

TABLE 41 NORTH AMERICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 42 NORTH AMERICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE 2014–2021 (BILLION A4 SHEETS)

TABLE 43 NORTH AMERICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 44 NORTH AMERICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 45 NORTH AMERICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 46 NORTH AMERICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 47 NORTH AMERICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 48 NORTH AMERICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 49 U.S.: ECONOMIC INDICATORS

TABLE 50 U.S.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 51 U.S.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 52 U.S.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 53 U.S.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 54 U.S.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 55 U.S.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 56 U.S.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 57 U.S.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 58 CANADA: ECONOMIC INDICATORS

TABLE 59 CANADA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 60 CANADA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 61 CANADA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 62 CANADA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY

COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 63 CANADA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 64 CANADA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 65 CANADA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 66 CANADA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 67 MEXICO: ECONOMIC INDICATORS

TABLE 68 MEXICO: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 69 MEXICO: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 70 MEXICO: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 71 MEXICO: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 72 MEXICO: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 73 MEXICO: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 74 MEXICO: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 75 MEXICO: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 76 EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COUNTRY, 2014–2021 (USD MILLION)

TABLE 77 EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COUNTRY, 2014–2021 (BILLION A4 SHEETS)

TABLE 78 EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 79 EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 80 EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 81 EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 82 EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY

PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 83 EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 84 EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 85 EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 86 GERMANY: ECONOMIC INDICATORS

TABLE 87 GERMANY: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 88 GERMANY: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 89 GERMANY: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 90 GERMANY: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 91 GERMANY: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 92 GERMANY: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 93 GERMANY: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 94 GERMANY: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 95 U.K.: ECONOMIC INDICATORS

TABLE 96 U.K.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 97 U.K.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 98 U.K.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 99 U.K.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 100 U.K.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 101 U.K.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 102 U.K.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 103 U.K.: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 104 FRANCE: ECONOMIC INDICATORS

TABLE 105 FRANCE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 106 FRANCE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 107 FRANCE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 108 FRANCE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 109 FRANCE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 110 FRANCE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 111 FRANCE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 112 FRANCE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 113 REST OF EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 114 REST OF EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 115 REST OF EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 116 REST OF EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 117 REST OF EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 118 REST OF EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 119 REST OF EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 120 REST OF EUROPE: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 121 ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COUNTRY, 2014–2021 (USD MILLION)

TABLE 122 ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COUNTRY, 2014–2021 (BILLION A4 SHEETS)

TABLE 123 ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 124 ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE 2014–2021 (BILLION A4 SHEETS)

TABLE 125 ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 126 ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 127 ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 128 ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 129 ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 130 ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 131 CHINA: ECONOMIC INDICATORS

TABLE 132 CHINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 133 CHINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 134 CHINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 135 CHINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 136 CHINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 137 CHINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 138 CHINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 139 CHINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 140 JAPAN: ECONOMIC INDICATORS

TABLE 141 JAPAN: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 142 JAPAN: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 143 JAPAN: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY

COMPOSITION, 2014–2021 (USD MILLION)

TABLE 144 JAPAN: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 145 JAPAN: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 146 JAPAN: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 147 JAPAN: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 148 JAPAN: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 149 INDIA: ECONOMIC INDICATORS

TABLE 150 INDIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 151 INDIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 152 INDIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 153 INDIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 154 INDIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 155 INDIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 156 INDIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 157 INDIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 158 AUSTRALIA: ECONOMIC INDICATORS

TABLE 159 AUSTRALIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 160 AUSTRALIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 161 AUSTRALIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 162 AUSTRALIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 163 AUSTRALIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 164 AUSTRALIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 165 AUSTRALIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 166 AUSTRALIA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 167 REST OF ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 168 REST OF ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 169 REST OF ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 170 REST OF ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 171 REST OF ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 172 REST OF ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 173 REST OF ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 174 REST OF ASIA-PACIFIC: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 175 ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COUNTRY, 2014–2021 (USD MILLION)

TABLE 176 ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COUNTRY, 2014–2021 (BILLION A4 SHEETS)

TABLE 177 ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 178 ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 179 ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 180 ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 181 ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 182 ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 183 ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-

USE SECTOR, 2014–2021 (USD MILLION)

TABLE 184 ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 185 BRAZIL: ECONOMIC INDICATORS

TABLE 186 BRAZIL: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 187 BRAZIL: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 188 BRAZIL: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 189 BRAZIL: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 190 BRAZIL: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 191 BRAZIL: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 192 BRAZIL: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 193 BRAZIL: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 194 ARGENTINA: ECONOMIC INDICATORS

TABLE 195 ARGENTINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 196 ARGENTINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (BILLION A4 SHEETS)

TABLE 197 ARGENTINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 198 ARGENTINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 199 ARGENTINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 200 ARGENTINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 201 ARGENTINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS SIZE, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 202 ARGENTINA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 203 SOUTH AFRICA: ECONOMIC INDICATORS

TABLE 204 SOUTH AFRICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS,

BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 205 SOUTH AFRICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE 2014–2021 (BILLION A4 SHEETS)

TABLE 206 SOUTH AFRICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 207 SOUTH AFRICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 208 SOUTH AFRICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 209 SOUTH AFRICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 210 SOUTH AFRICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 211 SOUTH AFRICA: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 212 OTHERS IN ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE, 2014–2021 (USD MILLION)

TABLE 213 OTHERS IN ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY LABEL TYPE 2014–2021 (BILLION A4 SHEETS)

TABLE 214 OTHERS IN ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (USD MILLION)

TABLE 215 OTHERS IN ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY COMPOSITION, 2014–2021 (BILLION A4 SHEETS)

TABLE 216 OTHERS IN ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (USD MILLION)

TABLE 217 OTHERS IN ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY PRINTING TECHNOLOGY, 2014–2021 (BILLION A4 SHEETS)

TABLE 218 OTHERS IN ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (USD MILLION)

TABLE 219 OTHERS IN ROW: VARIABLE DATA PRINTING MARKET SIZE IN LABELS, BY END-USE SECTOR, 2014–2021 (BILLION A4 SHEETS)

TABLE 220 NEW PRODUCT LAUNCHES & TECHNOLOGICAL ADVANCEMENTS, 2013–2016

TABLE 221 MERGERS & ACQUISITIONS, 2013–2016

TABLE 222 EXPANSIONS & DIVESTITURES, 2014–2016

TABLE 223 AGREEMENTS & PARTNERSHIPS, 2012–2016

12. LIST OF FIGURES

- FIGURE 1 VARIABLE DATA PRINTING MARKET IN LABELS
- FIGURE 2 VARIABLE DATA PRINTING MARKET IN LABELS, REGIONAL SCOPE
- FIGURE 3 VARIABLE DATA PRINTING MARKET IN LABELS: RESEARCH DESIGN
- FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH
- FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH
- FIGURE 6 DATA TRIANGULATION METHODOLOGY
- FIGURE 7 VARIABLE DATA PRINTING MARKET IN LABELS SNAPSHOT (2016 VS. 2021): DEMAND IN THE FOOD & BEVERAGE SECTOR TO GROW AT THE HIGHEST CAGR
- FIGURE 8 RELEASE LINER LABELS TO BE THE FASTEST-GROWING SEGMENT BY 2021
- FIGURE 9 EMERGING ECONOMIES OFFER ATTRACTIVE OPPORTUNITIES IN THE VARIABLE DATA PRINTING MARKET IN LABELS
- FIGURE 10 FOOD & BEVERAGE SECTOR ACCOUNTED FOR THE LARGEST MARKET SHARE IN 2015
- FIGURE 11 FACESTOCK SEGMENT IS PROJECTED TO BE THE LARGEST DURING THE FORECAST PERIOD
- FIGURE 12 THE LARGEST SHARE WAS CAPTURED BY CHINA IN THE EMERGING ASIA-PACIFIC VARIABLE DATA PRINTING MARKET IN LABELS IN 2015
- FIGURE 13 ASIA-PACIFIC IS PROJECTED TO BE THE FASTEST-GROWING VARIABLE DATA PRINTING MARKET IN LABELS, BETWEEN 2016 AND 2021
- FIGURE 14 VARIABLE DATA PRINTING MARKET IN LABELS SEGMENTATION
- FIGURE 15 GROWTH OF END-USE SECTORS RESULTS IN INCREASED DEMAND FOR VARIABLE DATA PRINTING IN LABELS
- FIGURE 16 VARIABLE DATA PRINTING MARKET IN LABELS TO BE DOMINATED BY RELEASE LINER LABELS BY 2021
- FIGURE 17 THE VARIABLE DATA PRINTING MARKET IN LABELS IS ESTIMATED TO BE DOMINATED BY FACESTOCK IN 2016
- FIGURE 18 VARIABLE DATA PRINTING MARKET IN LABELS, BY PRINTING TECHNOLOGY, 2016 VS. 2021 (USD MILLION)
- FIGURE 19 THE VARIABLE DATA PRINTING MARKET IN LABELS WAS DOMINATED BY THE FOOD & BEVERAGE SECTOR IN 2016
- FIGURE 20 GEOGRAPHIC SNAPSHOT (2016–2021): MARKET IN CHINA IS PROJECTED TO GROW AT THE HIGHEST RATE
- FIGURE 21 NORTH AMERICA: MARKET SNAPSHOT
- FIGURE 22 EUROPE: MARKET SNAPSHOT
- FIGURE 23 ASIA-PACIFIC: MARKET SNAPSHOT
- FIGURE 24 COMPANIES ADOPTED NEW PRODUCT LAUNCHES AND TECHNOLOGICAL ADVANCEMENT AS THE KEY GROWTH STRATEGIES DURING

THE STUDIED PERIOD (2011–2016)

FIGURE 25 RR DONNELLEY & SONS COMPANY GREW AT THE HIGHEST RATE FROM, 2011 TO 2015

FIGURE 26 ANNUAL DEVELOPMENTS IN THE VARIABLE DATA PRINTING MARKET IN LABELS, 2011–2016

FIGURE 27 NEW PRODUCT LAUNCHES AND TECHNOLOGICAL ADVANCEMENTS: THE KEY STRATEGIES, 2011–2016

FIGURE 28 GEOGRAPHIC REVENUE MIX OF TOP FIVE PLAYERS

FIGURE 29 HP INC.: COMPANY SNAPSHOT

FIGURE 30 SWOT ANALYSIS: HP INC.

FIGURE 31 CANON, INC.: COMPANY SNAPSHOT

FIGURE 32 SWOT ANALYSIS: CANON, INC.

FIGURE 33 3M COMPANY: COMPANY SNAPSHOT

FIGURE 34 3M COMPANY: SWOT ANALYSIS

FIGURE 35 XEROX CORPORATION: COMPANY SNAPSHOT

FIGURE 36 XEROX CORPORATION: SWOT ANALYSIS

FIGURE 37 RR DONNELLEY & SONS COMPANY: COMPANY SNAPSHOT

FIGURE 38 RR DONNELLEY & SONS COMPANY: SWOT ANALYSIS

FIGURE 39 MONDI PLC: COMPANY SNAPSHOT

FIGURE 40 AVERY DENNISON CORPORATION: COMPANY SNAPSHOT

FIGURE 41 QUAD/GRAPHICS, INC.: COMPANY SNAPSHOT

FIGURE 42 CENVEO, INC.: COMPANY SNAPSHOT

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