

# Industrial Labels - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Industrial Labels Market size is estimated at USD 24.93 billion in 2024, and is expected to reach USD 32.10 billion by 2029, growing at a CAGR of 5.19% during the forecast period (2024-2029).

### Key Highlights

Industrial labels enhance products' visual and aesthetic properties, giving manufacturers an edge over competitors offering similar products. The benefits provided by industrial labels have become widely accepted by manufacturers worldwide. A significant factor driving the growth of the industrial label market is that these products can be easily customized in size and shape for different end uses in every industry, with additional features according to specific needs.

Increasing demand for labels in the logistics and automotive sectors drives the market's growth. Labels assist in identifying information with a simple, quick scan in manufacturing, shipping, logistics, and many other industries. Smart and future-proof labels with RFID and barcode scanning technologies significantly help food, beverage, and pharmaceutical organizations maintain the supply chain and seamless logistics transportation. Orders are received, things are shipped, and suppliers can determine what and where everything is in the process. Just after the warehouse workers pick and scan the orders received, labels simplify scanning and identification. Labeling allows team members to operate faster and more efficiently.

The food and beverage industry is expected to hold a significant share of the industrial labels market due to trends such as the growth of innovative food packaging, stringent government regulations, and advances in relevant printing. Branding, promotional

campaigns, integrated recipes, interactive experiences, and promotional content are critical areas of the food and beverage industry, with label technologies gaining attention. The relatively high degree of brand fragmentation across numerous product categories has made food companies the primary users of digital printing services.

Industrial label manufacturing in small-scale businesses is not affordable, requiring high investment costs and trained professionals to operate the machine. Further, the demand for all-in-one solutions in one machine like packaging, labeling, and other operations has raised the cost of machines, which can impact the market's growth.

Moreover, globally, there is a rapid and ongoing change in favor of eco-friendly alternatives. Labeling equipment manufacturers follow the fashion and develop better, more environmentally friendly equipment. During the forecast period, the market for industrial labels is expected to see a rise in demand for devices that enable label printing with the least carbon emissions and energy consumption.

## Industrial Labels Market Trends

### Warning/Security Labels is Expected to Register a Significant Growth

Warning and security labels are predicted to become more popular in the next few years due to various causes, such as an increase in similar items, safety concerns, and changes in branding strategies. Also, increased R&D activities and technological innovations are projected to create new market opportunities for security and warning labels.

The industry is driven by the expanding pharmaceutical market in emerging nations and the advancement of drug delivery techniques. The extensive usage of packaging solutions for product diversity and material in the medical and pharmaceutical sectors promotes market expansion. Because of the increasing quantity of counterfeit products, the demand for smart labels is growing in the pharmaceutical industry. According to WHO, every second medicine acquired online is a forgery. Counterfeit medications pose serious health risks to customers. Active substances are routinely left out or replaced by ineffective or harmful ones, risking the consumer's life. Pharmaceutical firms suffer significant economic and reputational harm due to the trade-in of counterfeit drugs.

Also, to counteract the global issue of fraudulent counterfeit drugs, the Food and Drug Administration has implemented the Drug Supply Chain Security Act (DSCSA) to

establish a complete, automated chain of custody for the industry. This requires prescription drugs to be traceable at the unit level, which gave rise to UHF and NFC technology-integrated intelligent labels for product-level traceability and patient drug adherence.

The Food Safety Standard Authority of India introduced a compulsion to put warning labels on the front of food packages. At least 32% of the Indian food market is covered by the processing industry that is being impacted by a guideline. The processing of ultra-processed food has increased in India over the past decade, and such printed label warnings are expected to have a critical influence on the market.

According to a report published by Countercheck GmbH, five major countries dominated the global counterfeit market in 2022. The United States had the largest share, followed by Mexico, Japan, China, and Germany.

### Asia-Pacific is Expected to Witness Significant Growth

China is automating its label printing industry. Servo motors, automatic registration, inline stamping, die cutting, and other finishing processes are some of the intelligent control systems included in recently introduced machines. Label converters have started integrating ERP (enterprise resource planning) and other automatic management systems to improve operations further.

Japan's rapidly expanding e-commerce sector is a factor in expanding industrial labels. These labels are quickly becoming popular for businesses that print labels on packaging for e-commerce and logistics, often including shipping addresses, barcoded tracking numbers, carrier information, and return labels. In addition, industrial labels play a vital role in ensuring compliance with regulatory requirements and industry standards. Labels display specific symbols, warnings, or certifications required for transporting hazardous materials or sensitive goods. Compliance with labeling regulations ensures the safe handling and transportation of goods, reduces the risk of accidents, and avoids penalties or delays in customs clearance. As the Japanese logistics industry continues to evolve, the importance of industrial labels in shipments and logistics will continue to grow.

Printing and application labeling equipment has grown significantly in India. The quick shifts in packaging patterns across the nation are one of the main drivers of industry

expansion. There has been a massive uptake of novel packaging and labeling methods. India's market for industrial labels has a sizable potential because of increasing and recovering market growth. The main driver of the nation's expanding labels market is the increased need for packaging solutions for a variety of goods as well as for high-quality, fast labeling equipment. Also, the government is assisting the market by educating consumers about proper labeling.

The South Korean label and packaging printing market is intriguing. The market is considered cautious and deliberate because letterpress and gravure are the two most popular traditional print methods. The market in Korea is very different, and there is a lot of intermittent offset and letterpress technology in existence. However, short runs, flexible packaging, and variable data are growing in popularity in Korea, and the types of printed labels are also changing. Labels are getting more detailed while also getting smaller. Consequently, more labels are created because they are smaller, even if the square meter is nearly identical.

In Australia, the food industry contributes significantly to both jobs and revenue. Even the top FMCG firms worldwide, such as Nestle, Unilever, Mars, and Simplot, have a long history of being well-represented in Australia. The detailed requirements and regulations create a food product's packaging. A thorough approach is therefore required to create appealing packaging design and labeling, which is anticipated to fuel the demand for packaging and label vendors across the country.

In Asia-Pacific, industrial labels are primarily driven by increasing awareness of regulatory compliance and tracking shipments in logistic operations. Emerging technologies for packaging machinery can also be seen as a driving factor for the market's development. The growing pharmaceutical industry and the increasing demand for convenient packaging are major growth factors for this market.

## Industrial Labels Industry Overview

The industrial labels market is fragmented, with key players such as Avery Dennison Corporation, 3M Company, CCL Industries Inc., Brady Corporation, and UPM Raflatac. Companies are focused on innovating new solutions to the industry through acquisitions, collaborations, or investments to expand their portfolio.

In March 2024, UPM Raflatac, a leading global provider of cutting-edge and eco-friendly

self-adhesive paper and film solutions, inaugurated a new slitting and distribution hub in Mumbai, India. This latest addition to their network aims to enhance the service and quality offered to their valued regional customers while reinforcing their strong partnerships.

In March 2024, UPM Raflatac and Mark Andy, a prominent manufacturer of narrow web printing equipment, extended their strategic alliance for the fifth year. This partnership seeks to provide the market with high-quality and innovative label printing solutions, combining UPM Raflatac's extensive range of sustainable label materials and Mark Andy's cutting-edge printing technologies.

Additional Benefits:

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