

# **Metal Decal Market Forecasts to 2030 – Global Analysis By Material (Aluminum, Stainless Steel, Copper, Brass, Zinc and Other Materials), Finishing, Technology, Application and By Geography**

<https://marketpublishers.com/r/MACAD283469DEN.html>

Date: February 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: MACAD283469DEN

## **Abstracts**

According to Statistics MRC, the Global Metal Decal Market is accounted for \$1.38 billion in 2024 and is expected to reach \$1.72 billion by 2030 growing at a CAGR of 5.4% during the forecast period. A metal decal is a type of decorative label or design applied to a metal surface, typically using a process of printing or etching. These decals are made from thin sheets of metal, often aluminum or stainless steel, and can be used for branding, identification, or aesthetic purposes. Metal decals are durable, resistant to wear, and often employed in industries like automotive, electronics, and appliances for both functional and decorative applications.

Market Dynamics:

Driver:

Rising demand in automotive and electronics sectors

In the automotive industry, metal decals are increasingly used for branding, model identification, and decorative elements, offering durability and resistance to harsh environmental conditions. Similarly, in the electronics sector, metal decals are used for product labeling, branding, and safety instructions on devices such as smart phones, laptops, and home appliances. Both industries prioritize high-quality, long-lasting, and visually appealing components, driving the demand for metal decals. As these sectors expand and innovate, the need for metal decals continues to grow, boosting market expansion.

## Restraint:

### Supply chain disruptions

Metal decals face supply chain disruptions primarily due to the reliance on raw materials like metals, which are subject to global price fluctuations and shortages. Additionally, the complexity of manufacturing processes and long lead times for custom orders can delay production. Geopolitical factors, natural disasters, and transportation challenges further exacerbate these disruptions. These issues hamper market growth by causing delays in product availability, increasing production costs, and limiting the ability to meet customer demand.

## Opportunity:

### Growing adoption of recyclable materials

As industries, including automotive, electronics, and packaging, move toward eco-friendly practices, the use of recycled metals in decals helps reduce environmental impact. Recyclable materials offer durability and resistance, maintaining the functional and aesthetic quality of metal decals while promoting sustainability. This shift encourages manufacturers to adopt green production processes, enhancing the appeal of metal decals to environmentally conscious consumers and businesses, ultimately driving market expansion and supporting regulatory compliance in various sectors.

## Threat:

### Limited customization options

Metal decals have limited customization options due to the complex and rigid nature of traditional printing and manufacturing processes. Techniques such as screen printing or etching may not easily accommodate intricate designs or small production runs, leading to challenges in offering a wide range of personalized options. This limitation hampers market growth by restricting consumer choice and reducing the appeal of metal decals for niche markets that demand high levels of customization.

## Covid-19 Impact

The covid-19 pandemic had a mixed impact on the metal decal market. Supply chain

disruptions and manufacturing halts led to reduced production and delays in deliveries. However, demand from industries like healthcare and personal protective equipment (PPE) increased the use of metal decals for branding and labeling. Additionally, the growth of e-commerce and the need for durable, tamper-proof packaging fuelled demand. As the economy recovers, the market is seeing a resurgence, driven by industrial and consumer sector needs.

The digital printing segment is expected to be the largest during the forecast period

The digital printing segment is predicted to secure the largest market share throughout the forecast period. Digital printing in metal decals involves using advanced inkjet or laser printers to directly transfer high-quality designs onto metal surfaces. It offers increased efficiency, reduced setup time, and cost-effectiveness for small production runs. Digital printing in metal decals is popular in industries like automotive, electronics, and consumer goods, providing durable, high-resolution branding and decorative solutions.

The automotive segment is expected to have the highest CAGR during the forecast period

The automotive segment is anticipated to witness the highest CAGR during the forecast period. In automotive applications, metal decals are widely used for branding, logos, labels, and decorative elements on vehicles. These decals provide a durable, scratch-resistant solution that withstands harsh environmental conditions, such as UV exposure, moisture, and temperature fluctuations. Automotive manufacturers use these decals for model identification, trim detailing, and safety instructions, contributing to both functional and visual aspects of vehicle design.

Region with largest share:

Asia Pacific is expected to register the largest market share during the forecast period due to rapid industrialization, rising consumer demand, and increasing manufacturing activities. Countries like China, India, Japan, and South Korea are key players, with industries such as automotive, electronics, and consumer goods fueling the demand for metal decals for branding, labeling, and decorative purposes. The region's growing e-commerce sector and emphasis on high-quality packaging further boost market expansion.

Region with highest CAGR:

North America is expected to witness the highest CAGR over the forecast period driven by the demand for durable, high-quality labeling and branding solutions across various industries, including automotive, electronics, and consumer goods. The U.S. and Canada are key contributors, where advancements in manufacturing technologies and increasing consumer preference for premium packaging materials are fostering market growth. The market is also supported by strong e-commerce growth and rising demand for decorative metal products in both industrial and retail sectors.

### Key players in the market

Some of the key players profiled in the Metal Decal Market include 3M Company, Avery Dennison Corporation, UPM-Kymmene Corporation, Nissha Printing Co., Ltd., Roland DG Corporation, Cimpres plc, Durable Corporation, Denny Manufacturing Co., Inc., Sihl AG, CCL Industries Inc., Mactac, TESA SE, Printpack Inc., Flexcon Company Inc., Arlon Graphics LLC and MacDermid Graphics Solutions.

### Key Developments:

In April 2024, Sihl AG expanded its FACESTOCK label segment by introducing the PICOFILM WO-110 matt ZM1 (8003), a variant designed for larger labels. This product complements the previously launched PICOFILM WO-80 matt ZM1 (8002), both featuring the ZM1 coating—a matte, highly resistant layer for water-based inkjet printing. The ZM1 coating offers resistance to a wide range of chemicals while delivering high-quality print images

In January 2024, Avery Dennison Corporation has introduced the on-metal RFID tag, designed for harsh environments, particularly in the automotive and logistics industries. Its thin, soft, and flexible structure makes it suitable for curved surfaces, allowing for the tagging of Returnable Transport Items (RTIs) such as metal crates and Electrostatic Discharge (ESD) boxes.

### Materials Covered:

Aluminum

Stainless Steel

Copper

Brass

Zinc

Other Materials

#### Finishings Covered:

Matte

Glossy

Brushed

Polished

Textured

Other Finishings

#### Technologies Covered:

Screen Printing

Digital Printing

Offset Printing

Flexographic Printing

Hot Stamping

Other Technologies

#### Applications Covered:

Automotive

Consumer Electronics

Industrial Equipment

Packaging

Decorative Items

Signage & Branding

Other Applications

#### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

## Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

## Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Technology Analysis
- 3.7 Application Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL METAL DECAL MARKET, BY MATERIAL**

- 5.1 Introduction
- 5.2 Aluminum
- 5.3 Stainless Steel
- 5.4 Copper
- 5.5 Brass
- 5.6 Zinc
- 5.7 Other Materials

## **6 GLOBAL METAL DECAL MARKET, BY FINISHING**

- 6.1 Introduction
- 6.2 Matte
- 6.3 Glossy
- 6.4 Brushed
- 6.5 Polished
- 6.6 Textured
- 6.7 Other Finishings

## **7 GLOBAL METAL DECAL MARKET, BY TECHNOLOGY**

- 7.1 Introduction
- 7.2 Screen Printing
- 7.3 Digital Printing
- 7.4 Offset Printing
- 7.5 Flexographic Printing
- 7.6 Hot Stamping
- 7.7 Other Technologies

## **8 GLOBAL METAL DECAL MARKET, BY APPLICATION**

- 8.1 Introduction
- 8.2 Automotive
- 8.3 Consumer Electronics
- 8.4 Industrial Equipment
- 8.5 Packaging
- 8.6 Decorative Items
- 8.7 Signage & Branding

## 8.8 Other Applications

# 9 GLOBAL METAL DECAL MARKET, BY GEOGRAPHY

## 9.1 Introduction

## 9.2 North America

### 9.2.1 US

### 9.2.2 Canada

### 9.2.3 Mexico

## 9.3 Europe

### 9.3.1 Germany

### 9.3.2 UK

### 9.3.3 Italy

### 9.3.4 France

### 9.3.5 Spain

### 9.3.6 Rest of Europe

## 9.4 Asia Pacific

### 9.4.1 Japan

### 9.4.2 China

### 9.4.3 India

### 9.4.4 Australia

### 9.4.5 New Zealand

### 9.4.6 South Korea

### 9.4.7 Rest of Asia Pacific

## 9.5 South America

### 9.5.1 Argentina

### 9.5.2 Brazil

### 9.5.3 Chile

### 9.5.4 Rest of South America

## 9.6 Middle East & Africa

### 9.6.1 Saudi Arabia

### 9.6.2 UAE

### 9.6.3 Qatar

### 9.6.4 South Africa

### 9.6.5 Rest of Middle East & Africa

# 10 KEY DEVELOPMENTS

## 10.1 Agreements, Partnerships, Collaborations and Joint Ventures

- 10.2 Acquisitions & Mergers
- 10.3 New Product Launch
- 10.4 Expansions
- 10.5 Other Key Strategies

## **11 COMPANY PROFILING**

- 11.1 3M Company
- 11.2 Avery Dennison Corporation
- 11.3 UPM-Kymmene Corporation
- 11.4 Nissha Printing Co., Ltd.
- 11.5 Roland DG Corporation
- 11.6 Cimpres plc
- 11.7 Durable Corporation
- 11.8 Denny Manufacturing Co., Inc.
- 11.9 Sihl AG
- 11.10 CCL Industries Inc.
- 11.11 Mactac
- 11.12 TESA SE
- 11.13 Printpack Inc.
- 11.14 Flexcon Company Inc.
- 11.15 Arlon Graphics LLC
- 11.16 MacDermid Graphics Solutions

## List Of Tables

### LIST OF TABLES

- Table 1 Global Metal Decal Market Outlook, By Region (2022-2030) (\$MN)
- Table 2 Global Metal Decal Market Outlook, By Material (2022-2030) (\$MN)
- Table 3 Global Metal Decal Market Outlook, By Aluminum (2022-2030) (\$MN)
- Table 4 Global Metal Decal Market Outlook, By Stainless Steel (2022-2030) (\$MN)
- Table 5 Global Metal Decal Market Outlook, By Copper (2022-2030) (\$MN)
- Table 6 Global Metal Decal Market Outlook, By Brass (2022-2030) (\$MN)
- Table 7 Global Metal Decal Market Outlook, By Zinc (2022-2030) (\$MN)
- Table 8 Global Metal Decal Market Outlook, By Other Materials (2022-2030) (\$MN)
- Table 9 Global Metal Decal Market Outlook, By Finishing (2022-2030) (\$MN)
- Table 10 Global Metal Decal Market Outlook, By Matte (2022-2030) (\$MN)
- Table 11 Global Metal Decal Market Outlook, By Glossy (2022-2030) (\$MN)
- Table 12 Global Metal Decal Market Outlook, By Brushed (2022-2030) (\$MN)
- Table 13 Global Metal Decal Market Outlook, By Polished (2022-2030) (\$MN)
- Table 14 Global Metal Decal Market Outlook, By Textured (2022-2030) (\$MN)
- Table 15 Global Metal Decal Market Outlook, By Other Finishings (2022-2030) (\$MN)
- Table 16 Global Metal Decal Market Outlook, By Technology (2022-2030) (\$MN)
- Table 17 Global Metal Decal Market Outlook, By Screen Printing (2022-2030) (\$MN)
- Table 18 Global Metal Decal Market Outlook, By Digital Printing (2022-2030) (\$MN)
- Table 19 Global Metal Decal Market Outlook, By Offset Printing (2022-2030) (\$MN)
- Table 20 Global Metal Decal Market Outlook, By Flexographic Printing (2022-2030) (\$MN)
- Table 21 Global Metal Decal Market Outlook, By Hot Stamping (2022-2030) (\$MN)
- Table 22 Global Metal Decal Market Outlook, By Other Technologies (2022-2030) (\$MN)
- Table 23 Global Metal Decal Market Outlook, By Application (2022-2030) (\$MN)
- Table 24 Global Metal Decal Market Outlook, By Automotive (2022-2030) (\$MN)
- Table 25 Global Metal Decal Market Outlook, By Consumer Electronics (2022-2030) (\$MN)
- Table 26 Global Metal Decal Market Outlook, By Industrial Equipment (2022-2030) (\$MN)
- Table 27 Global Metal Decal Market Outlook, By Packaging (2022-2030) (\$MN)
- Table 28 Global Metal Decal Market Outlook, By Decorative Items (2022-2030) (\$MN)
- Table 29 Global Metal Decal Market Outlook, By Signage & Branding (2022-2030) (\$MN)
- Table 30 Global Metal Decal Market Outlook, By Other Applications (2022-2030) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

## I would like to order

Product name: Metal Decal Market Forecasts to 2030 – Global Analysis By Material (Aluminum, Stainless Steel, Copper, Brass, Zinc and Other Materials), Finishing, Technology, Application and By Geography

Product link: <https://marketpublishers.com/r/MACAD283469DEN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MACAD283469DEN.html>