

Wash-Off Labels Market Forecasts to 2030 – Global Analysis By Adhesive Type (Removable Adhesives and Wash-Off Adhesives), Material Type (Paper Labels, Polyethylene Terephthalate (PET) Labels, Plastic Labels and Vinyl Labels), Technology, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Wash-Off Labels Market is accounted for \$1.6 billion in 2024 and is expected to reach \$2.4 billion by 2030 growing at a CAGR of 7.5% during the forecast period. Wash-off labels are a type of packaging label designed to be easily removed during the washing or cleaning process, often used on containers or bottles. They are typically made with special adhesives and materials that dissolve or peel away when exposed to water or detergents, leaving no residue. These labels are commonly found on items like beverage bottles, jars, or food containers where clean removal is required to ensure proper recycling or reusability of the packaging.

Market Dynamics:

Driver:

Increasing use of tamper-evident packaging

The increasing use of tamper-evident packaging in the market is driven by rising consumer demand for safety and security. Tamper-evident features help ensure that products have not been altered or compromised, enhancing trust and brand credibility. This trend is particularly prominent in the food, beverage, and pharmaceutical industries, where safety is a top priority. As regulatory requirements tighten, tamper-

evident wash-off labels provide an effective solution for brands aiming to protect consumers and comply with safety standards.

Restraint:

Limited awareness of the benefits of wash-off labels

Limited awareness of the benefits of wash-off labels in the market can hinder their widespread adoption. Many businesses remain unaware of the environmental and operational advantages, such as ease of removal and recycling, leading to continued reliance on traditional labeling methods. This lack of knowledge slows the transition to more sustainable and efficient packaging solutions, potentially limiting market growth and preventing companies from capitalizing on cost savings and consumer preference for eco-friendly products.

Opportunity:

Rising demand for labels with unique features

The rising demand for labels with unique features in the market is fueled by consumer preference for customization and brand differentiation. Brands seek labels that offer enhanced aesthetics, functionality, and sustainability, such as eco-friendly materials and innovative designs. Unique features like water-soluble adhesives, security markings, and vibrant graphics are gaining traction across industries like food, beverages, and cosmetics, where visual appeal and product authenticity play a crucial role in attracting customers.

Threat:

Challenges with recycling

Challenges with recycling in the market can significantly hinder its growth and sustainability efforts. Inadequate adhesive removal or improper labeling materials can contaminate recycling streams, reducing the efficiency of recycling processes. This leads to increased waste and environmental impact, contradicting the market's eco-friendly goals. Such challenges may discourage manufacturers from adopting wash-off labels, limiting their potential to contribute to a circular economy and sustainable packaging solutions.

Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the market. While disruptions in supply chains and manufacturing processes initially slowed production, the growing demand for packaged goods, particularly in the food and pharmaceutical sectors, fueled the need for efficient and secure labeling solutions. Additionally, heightened awareness of hygiene and safety led to an increased preference for tamper-evident and easy-to-remove labels, driving market innovation and adoption.

The paper labels segment is expected to be the largest during the forecast period

The paper labels segment is expected to account for the largest market share during the projection period. Made from biodegradable materials, paper labels offer a sustainable solution for packaging, especially in industries like food and beverages. Their ability to be easily removed during the recycling process ensures minimal contamination, promoting circular economy practices. As sustainability becomes a priority, paper wash-off labels are becoming a preferred choice for environmentally-conscious brands.

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

The cosmetic jars segment is expected to have the highest CAGR during the extrapolated period. With the growing demand for eco-friendly packaging, wash-off labels provide a practical solution by allowing easy removal without leaving residue, supporting recycling efforts. This trend is particularly significant in the cosmetic industry, where packaging plays a crucial role in product presentation and consumer perception, while also aligning with environmentally-conscious consumer preferences.

Region with largest share:

North America region is projected to account for the largest market share during the forecast period driven by increasing consumer demand for sustainable and eco-friendly packaging solutions. Industries such as food and beverages, cosmetics, and pharmaceuticals are adopting wash-off labels for their ease of removal and recyclability, aligning with environmental regulations and consumer preferences. As awareness of sustainability rises, the brands are leveraging wash-off labels to enhance brand image while reducing environmental impact.

Region with highest CAGR:

Asia Pacific is expected to register the highest growth rate over the forecast period. Growing awareness about environmental sustainability is a key driver for the adoption of wash-off labels in packaging. These labels are increasingly seen as a solution to reduce waste in recycling processes, particularly for bottles and jars that need to be cleaned for reuse. Additionally, As the demand for high-quality, aesthetic, and functional packaging increases, especially in food and beverage sectors, manufacturers are innovating in packaging solutions.

Key players in the market

Some of the key players in Wash-Off Labels market include Avery Dennison Corporation, Tesa SE, Sonoco Products Company, Mondi Group, Henkel AG & Co. KGaA, Nekoosa, Herma GmbH, Nippon Paper Industries Co., Ltd., CCL Industries Inc., Cenvo Worldwide Limited, Amcor Limited, Label Solutions, Zebra Technologies, Koehler Paper Group and Scandicrafts.

Key Developments:

In October 2024, Avery Dennison has revealed its first range of INGEDE12-certified paper label solutions, using a new adhesive technology said to result in higher quality output for new cardboard and paper production. To meet PPWR guidelines for packaging recyclability, all components of a packaging unit must meet certain design for recycling criteria.

In September 2024, Koehler Paper, part of the Koehler Group, has added “Koehler NexPlus® Seal WVB” to its portfolio of innovative flexible packaging paper in the NexPlus® product line. “Koehler NexPlus® Seal WVB” is a heat-sealable paper which boasts a vapor barrier as its functional layer, thereby offering optimal product protection.

Adhesive Types Covered:

Removable Adhesives

Wash-Off Adhesives

Material Types Covered:

Paper Labels

Polyethylene Terephthalate (PET) Labels

Plastic Labels

Vinyl Labels

Technologies Covered:

Flexographic Printing

Offset Printing

Digital Printing

Applications Covered:

Beverage Bottles

Cans

Cosmetic Jars

Medicine Bottles

Promotional Labels

Automotive Parts

Other Applications

End Users Covered:

Food & Beverages

Cosmetics & Personal Care Products

Pharmaceuticals

Retail & Consumer Goods

Automotive & Industrial Products

Other End Users

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

Wash-Off Labels Market Forecasts to 2030 – Global Analysis By Adhesive Type (Removable Adhesives and Wash-Off...

- 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 End User Analysis
- 3.9 Emerging Markets
- 3.10 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 WASH-OFF LABELS MARKET, BY ADHESIVE TYPE

- 5.1 Introduction
- 5.2 Removable Adhesives
- 5.3 Wash-Off Adhesives

6 GLOBAL WASH-OFF LABELS MARKET, BY MATERIAL TYPE

- 6.1 Introduction
- 6.2 Paper Labels
- 6.3 Polyethylene Terephthalate (PET) Labels
- 6.4 Plastic Labels
- 6.5 Vinyl Labels

7 GLOBAL WASH-OFF LABELS MARKET, BY TECHNOLOGY

- 7.1 Introduction
- 7.2 Flexographic Printing
- 7.3 Offset Printing
- 7.4 Digital Printing

8 GLOBAL WASH-OFF LABELS MARKET, BY APPLICATION

- 8.1 Introduction
- 8.2 Beverage Bottles
- 8.3 Cans
- 8.4 Cosmetic Jars
- 8.5 Medicine Bottles
- 8.6 Promotional Labels
- 8.7 Automotive Parts
- 8.8 Other Applications

9 GLOBAL WASH-OFF LABELS MARKET, BY END USER

- 9.1 Introduction
- 9.2 Food & Beverages
- 9.3 Cosmetics & Personal Care Products
- 9.4 Pharmaceuticals

- 9.5 Retail & Consumer Goods
- 9.6 Automotive & Industrial Products
- 9.7 Other End Users

10 GLOBAL WASH-OFF LABELS MARKET, BY GEOGRAPHY

- 10.1 Introduction
- 10.2 North America
 - 10.2.1 US
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 Italy
 - 10.3.4 France
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 Japan
 - 10.4.2 China
 - 10.4.3 India
 - 10.4.4 Australia
 - 10.4.5 New Zealand
 - 10.4.6 South Korea
 - 10.4.7 Rest of Asia Pacific
- 10.5 South America
 - 10.5.1 Argentina
 - 10.5.2 Brazil
 - 10.5.3 Chile
 - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
 - 10.6.1 Saudi Arabia
 - 10.6.2 UAE
 - 10.6.3 Qatar
 - 10.6.4 South Africa
 - 10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 Avery Dennison Corporation
- 12.2 Tesa SE
- 12.3 Sonoco Products Company
- 12.4 Mondi Group
- 12.5 Henkel AG & Co. KGaA
- 12.6 Nekoosa
- 12.7 Herma GmbH
- 12.8 Nippon Paper Industries Co., Ltd.
- 12.9 CCL Industries Inc.
- 12.10 Cenvo Worldwide Limited
- 12.11 Amcor Limited
- 12.12 Label Solutions
- 12.13 Zebra Technologies
- 12.14 Koehler Paper Group
- 12.15 Scandicrafts

List Of Tables

LIST OF TABLES

- Table 1 Global Wash-Off Labels Market Outlook, By Region (2022-2030) (\$MN)
- Table 2 Global Wash-Off Labels Market Outlook, By Adhesive Type (2022-2030) (\$MN)
- Table 3 Global Wash-Off Labels Market Outlook, By Removable Adhesives (2022-2030) (\$MN)
- Table 4 Global Wash-Off Labels Market Outlook, By Wash-Off Adhesives (2022-2030) (\$MN)
- Table 5 Global Wash-Off Labels Market Outlook, By Material Type (2022-2030) (\$MN)
- Table 6 Global Wash-Off Labels Market Outlook, By Paper Labels (2022-2030) (\$MN)
- Table 7 Global Wash-Off Labels Market Outlook, By Polyethylene Terephthalate (PET) Labels (2022-2030) (\$MN)
- Table 8 Global Wash-Off Labels Market Outlook, By Plastic Labels (2022-2030) (\$MN)
- Table 9 Global Wash-Off Labels Market Outlook, By Vinyl Labels (2022-2030) (\$MN)
- Table 10 Global Wash-Off Labels Market Outlook, By Technology (2022-2030) (\$MN)
- Table 11 Global Wash-Off Labels Market Outlook, By Flexographic Printing (2022-2030) (\$MN)
- Table 12 Global Wash-Off Labels Market Outlook, By Offset Printing (2022-2030) (\$MN)
- Table 13 Global Wash-Off Labels Market Outlook, By Digital Printing (2022-2030) (\$MN)
- Table 14 Global Wash-Off Labels Market Outlook, By Application (2022-2030) (\$MN)
- Table 15 Global Wash-Off Labels Market Outlook, By Beverage Bottles (2022-2030) (\$MN)
- Table 16 Global Wash-Off Labels Market Outlook, By Cans (2022-2030) (\$MN)
- Table 17 Global Wash-Off Labels Market Outlook, By Cosmetic Jars (2022-2030) (\$MN)
- Table 18 Global Wash-Off Labels Market Outlook, By Medicine Bottles (2022-2030) (\$MN)
- Table 19 Global Wash-Off Labels Market Outlook, By Promotional Labels (2022-2030) (\$MN)
- Table 20 Global Wash-Off Labels Market Outlook, By Automotive Parts (2022-2030) (\$MN)
- Table 21 Global Wash-Off Labels Market Outlook, By Other Applications (2022-2030) (\$MN)
- Table 22 Global Wash-Off Labels Market Outlook, By End User (2022-2030) (\$MN)
- Table 23 Global Wash-Off Labels Market Outlook, By Food & Beverages (2022-2030) (\$MN)
- Table 24 Global Wash-Off Labels Market Outlook, By Cosmetics & Personal Care

Products (2022-2030) (\$MN)

Table 25 Global Wash-Off Labels Market Outlook, By Pharmaceuticals (2022-2030) (\$MN)

Table 26 Global Wash-Off Labels Market Outlook, By Retail & Consumer Goods (2022-2030) (\$MN)

Table 27 Global Wash-Off Labels Market Outlook, By Automotive & Industrial Products (2022-2030) (\$MN)

Table 28 Global Wash-Off Labels Market Outlook, By Other End Users (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.

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