

# Pressure Sensitive Label Market: CPG and Beverage Driving Growth

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## Abstracts

Consumer product group companies are increasingly turning to pressure sensitive labels, a self-adhesive label that absolutely does not require fasteners, glue, water or heat. The transition of CPG companies to pressure sensitive labels from other labeling methods is driven mostly by the marketing need of product differentiation. Pressure sensitive labels increases the shelf appeal of the products and also gives them a premium appearance.

Close on the heels of the CPG companies is the beverage companies that has traditionally adopted glue-applied labels. In the beverage industry, pressure sensitive technologies are increasingly replacing glue-applied labels. Besides providing visually appealing graphics, flexibility in label sizes and more intricate label shapes, pressure sensitive materials has other advantages over glue-applied labels. Pressure sensitive materials also offer the advantage of superior performance in wet environments like ready-to-drink, water, wine and beer categories.

Apart from the end-users' perspective, geographically the emerging markets like Asia, Latin America, and Eastern Europe provide huge growth opportunities for the pressure sensitive label suppliers. The market for pressure sensitive materials in the emerging economies is growing substantially at 15-20% compared to only 4% growth for the North American and European markets.

As a result of the promising growth of the pressure sensitive materials market, major pressure sensitive label makers like Avery Dennison, UPM-Kymmene, Bemis Company and 3M are taking strategic actions to leverage the potential of this market. While Avery Dennison is differentiating itself from the competitors by increasing its R&D programs, UPM is expanding its production base by building two new plants – one in Poland and

the other in North America.

The report is a study of the global pressure sensitive label market. It focuses on the three segments of the pressure sensitive materials market – the roll label, graphics and technical tapes market. The factors driving growth in all these three segments has been analyzed in the report. Further, the report also assesses the growth opportunities in various industries from the end-user's perspective. The strategy and financial performance of the key players in the pressure sensitive label market has also been analyzed.

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