

Labeling Markets South American Market Study & Sourcebook 2010

**Market Overview and Opportunities
for Labelstock Producers, Material Suppliers,
and all Companies Involved in the
Product Decoration & Identification Market**



AWA Alexander Watson Associates
Koningin Wilhelminaplein 13
2.09.09 (Tower 2, Floor 9, Suite 9)
PO Box 69035
1060 CA Amsterdam
The Netherlands

Tel: +31 20 676 2069
Fax: +31 20 676 2375
Email: reports@awa-bv.com
Web: www.awa-bv.com

AWA North American Office
910 Lakeshore Drive, # 2415
Chicago, IL 60611
USA

Tel: +1 312 943 4091
Email: reports@awa-bv.com
Web: www.awa-bv.com

Labeling Markets

South American Market Study & Sourcebook 2010

AWA Alexander Watson Associates BV regularly publishes reports on label and product decoration markets, defining countrywide, regional, and application opportunities for labeling formats.

Labeling Markets South American Market Study & Sourcebook 2010 is the second assessment of the status of the South American label market, materials, and technologies with particular emphasis on the changing market structure and trends within this rapidly developing business area. The report focuses on materials used in the production of labels of all types, and on the markets and market trends.

In the report the market is segmented in three ways: by application segment, by end-use segment, and by region/country. The report includes sections on the pressure-sensitive, glue applied, sleeve, in-mold, and other labeling technologies. The company profiles provide an overview of key players involved in the South American label market. **Labeling Markets South American Market Study & Sourcebook 2010** uses the value chain as a useful tool to understand the label market in South America.

At a time when other regional markets are slowing down, the South American label market is still growing. Trends in the use of labels in South America show ongoing, positive prospects for growth when defined both by country and by label technology. The increases in the major Brazilian market lead regional expansion, but market scenarios are also robust in other countries in the short to medium term.

The collection of primary data is a key element in the research methodology used for this study. AWA conducted in depth telephone and e-mail interviews with leading South American companies across the value chain, and with international companies that are active in the South American market. Secondary research for this study is based on AWA's comprehensive internal database of label market information, a review of available published literature, and an analysis of trade and industry statistics.

AVAILABILITY AND COST

Labeling Markets South American Market Study & Sourcebook 2010 has been published in May 2010.

The price of a copy is \$4,800/€3,800. You can opt for a pdf or a hard copy. Additional copies are available at \$250/€200 each. The price for a Corporate Site PDF License is US\$7,200/€5,700.

There is a US\$85/€60 charge for handling and processing. If express or overnight delivery is required, this will be provided at cost.

AWA Alexander Watson Associates

AWA is an international publishing and market research company whose specialization and expertise in the labeling market extends over many years and provides a unique database of marketing information. AWA has published reports on the labeling market and related industries and also provides advisory services and the opportunity to commission tailored research. Over the years we have established strong contacts with a broad spectrum of companies.

AWA Conferences & Events

AWA Conferences & Events was established to expand AWA's platform of expert services for the labeling industry and regularly organizes events in this market. Mark your calendar for:

PABS™ 10 Product Authentication & Brand Security Conference 2010

Oct 4-5, 2010, Chicago, IL, USA



Please visit our website www.awa-bv.com for information about our other publications and the events we organize.

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