

AWA

Alexander Watson Associates

expanded
second
edition

GLOBAL BEER LABEL STUDY PRODUCT DECORATION MARKET & TECHNOLOGY ASSESSMENT 2009

AWAreness™ Report

**A Market Overview and Opportunities for Product
Decoration Technologies in the Global Beer Sector**



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Global Beer Label Study

Product Decoration Market & Technology Assessment 2009

Global Beer Label Study – Product Decoration Market & Technology Assessment 2009 is the second assessment of the status of one of the world's leading label end-use markets, and details trends in the market by label format, materials, and technologies, with particular emphasis on the changing structure and developments within this key area of use for labels and other forms of product packaging and decoration.

Since the first edition of this study was published in 2005, the global and regional markets for beer and for beer labeling have continued to change. This report will update you on recent developments in the market and in technologies. New in this second edition, the study also provides an overview of industry production levels and trends to provide a background to the growth in labels.

It is the principal objective of this AWAreness™ Report to outline the background and technologies used to provide product identification and decoration in the global beer markets, and to indicate the current status and future prospects for the various labeling technologies. The report also outlines the market structure for the leading product decoration technologies, and evaluates present and future demand for labels by geographic region.

Research for this study is based on our internal database of label market information, a review of available published literature, an analysis of trade and industry statistics, and interviews with companies across the value chain, together with input from AWA industry conferences and events specific to the label and specialist converting industries.

AVAILABILITY AND SUBSCRIPTION PRICE

GlobalBeerLabelStudy–ProductDecoration Market & Technology Assessment 2009 has been published in January 2010.

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

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

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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 also provides consultancy services and the possibility for tailored research.

AWA Conferences & Events

organizes conferences, seminars, and other events related to the specialist fields in which AWA operates. A full events program can be accessed on the AWA website.



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

Table of Contents

1. INTRODUCTION

- 1.1 Background
- 1.2 Methodology
- 1.3 Definitions

2. EXECUTIVE SUMMARY

3. GLOBAL LABEL MARKETS

- 3.1 Product Decoration & Information Technologies
- 3.2 Global Label Market

4 GLOBAL BEER MARKETS

- 4.1 Global Beer Markets
- 4.2 European Beer Market
- 4.3 North American (NAFTA) Beer Markets
- 4.4 Asian Beer Markets
- 4.5 African Beer Markets
- 4.6 South American Beer Markets
- 4.7 Middle Eastern Beer Markets

5. GLOBAL BEER PACKAGING MARKETS

- 5.1 Global Beer Packaging
- 5.2 European Beer Packaging
- 5.3 North American Beer Packaging
- 5.4 Asian Beer Packaging
- 5.5 African Beer Packaging
- 5.6 South American Beer Packaging

6. PRODUCT DECORATION TECHNOLOGIES

- 6.1 European Product Decoration Technologies
 - 6.1.1 Bottles
 - 6.1.2 Cans
- 6.2 North American Product Decoration Technologies
 - 6.2.1 US Product Decoration Technologies
 - 6.2.1.1 Bottles
 - 6.2.1.2 Cans
 - 6.2.2 Canadian Product Decoration Technologies
 - 6.2.2.1 Bottles
 - 6.2.2.2 Cans
- 6.3 Asian Product Decoration Technologies
 - 6.3.1 Bottles
 - 6.3.2 Cans
- 6.4 South American Product Decoration Technologies
- 6.5 Rest of World Product Decoration Technologies

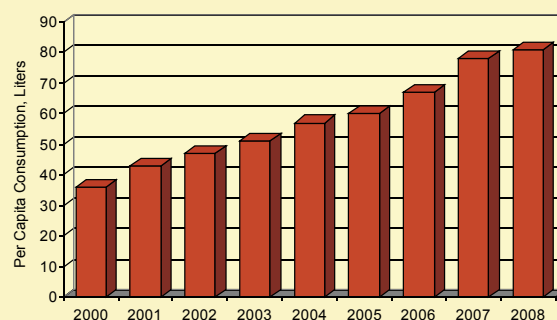
7. MARKET TRENDS & DRIVERS

- 7.1 Value Chain Changes
- 7.2 Key Demand Influences & Market Drivers
- 7.3 Product Decoration Technology Changes & Trends
 - 7.3.1 Pressure-sensitive Labels
 - 7.3.2 PET Bottles
 - 7.3.3 Cans
 - 7.3.4 Label Printing
- 7.4 Raw Material Prices
- 7.5 Environmental Issues
- 7.6 Legislation/Taxation/Consumer Attitudes
 - 7.6.1 Legislation
 - 7.6.2 Consumer Attitudes

8. DIRECTORY



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