

**AWA**

Alexander Watson Associates

# Labeling Markets Asian Market Study & Sourcebook 2012

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

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Since 1980, AWA Alexander Watson Associates have regularly published comprehensive reports on label and product decoration markets, defining regional and application opportunities for all labeling formats. **Labeling Markets: Asian Market Study & Sourcebook 2012** is the third assessment of the label market in this region published by AWA.

### **The Asian label market**

As the largest and one of the fastest-growing markets for labels, the Asian market continues to drive global growth in label volumes. The Asian label market is not a homogenous market, but is composed of markets defined by countries that show a wide range of growth rates and sophistication in labeling formats. Learn more about the exciting opportunities the Asian label market has to offer!

### **The report**

Labeling Markets: Asian Market Study & Sourcebook 2012 details trends in the market by label format, materials, and technologies, with particular emphasis on the changing structure and developments within this key business area. It includes sections on pressure-sensitive, glue applied, sleeving, and in-mold label technologies. The value chain tool is used to analyze the Asian label market for each technology.

Labeling Markets: Asian Market Study & Sourcebook 2012 focuses on materials, conversion technologies, application methods, and end uses for all label formats, and on the markets and market trends.

### **Methodology**

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.

## **COST**

**Labeling Markets Asian Market Study & Sourcebook 2012** was published in July 2012.

The price of a copy is €3,800/US\$4,800. You can opt for a pdf or a hard copy. Additional copies (whether pdf or hard copy) are available at €200/US\$250 each. A corporate PDF site license can be purchased for €5,700/US\$7,200.

There is a €60/US\$85 charge for handling and processing. If express or overnight delivery is required, this may 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 also provides marketing advisory services and the possibility for tailored research.

## **AWA CONFERENCES & EVENTS**

AWA Conferences & Events was established to expand AWA's platform of expert services for the specialty paper, film, packaging, coating, and converting industry and regularly organizes events in these markets, which are particularly valued for the industry networking opportunities they provide, as well as for their in-depth content.

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