

# European Label

# Market Study 2013

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**AWA Alexander Watson Associates**

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

Founded in 1971, **AWA Alexander Watson Associates** is a leading international market research and advisory services provider. AWA regularly publishes comprehensive reports on label and product decoration markets, defining regional and application opportunities for all labeling formats.

**European Label Market Study & Sourcebook 2013** is the fifth assessment of the current status of one of the world's leading regional label markets.

The report details trends in the European market by label format, material, and technology, with particular emphasis on the changing structure and developments within this key business area.

**European Label Market Study & Sourcebook 2013** focuses on materials, conversion technologies, application methods, and end uses for all label formats, and on their markets.

**European Label Market Study & Sourcebook 2013** details the four main labeling technologies — pressure-sensitive, glue applied, sleeving, and in-mold — and includes forecast growth for each. The European label market is segmented by application category, end-use market, and regional geographical market. The value chain tool is used to analyze the European label market for each label technology.

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, online surveys, 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.

## PRICE

**European Label Market Study & Sourcebook 2013** was published in September 2013.

The regular price of a copy is €3.800 / US\$4,800.

Additional copies are available at €200/ US\$250 each.

A Corporate PDF Site License is available at €5,700/US\$7,200.

## RELATED EVENT

### Label Release Liner Industry Seminar

September 22

Brussels, Belgium

More details can be found on our website

[www.awa-bv.com](http://www.awa-bv.com)

**Buyers of the report get a 20% discount on the conference fee!**

## 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.

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