

AWA

Alexander Watson Associates

Labeling Markets: European Market Study & Sourcebook 2011

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



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Labeling Markets: European Market Study & Sourcebook 2011

Since 1980, AWA has regularly published comprehensive reports on label and product decoration markets, defining regional and application opportunities for all labeling formats. **Labeling Markets: European Market Study & Sourcebook 2011** is the fourth 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. **Labeling Markets: European Market Study & Sourcebook 2011** focuses on materials, conversion technologies, application methods, and end uses for all label formats, and on their markets.

Labeling Markets: European Market Study & Sourcebook 2011 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.

AVAILABILITY AND COST

Labeling Markets: European Market Study & Sourcebook 2011 has been published in August 2011.

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

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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 advisory services and the possibility for tailored research. Related publications include:

- Labeling Markets: South American Market Study & Sourcebook 2010
- Labeling Markets: Asian Market Study & Sourcebook 2009
- Global Sleeve Label Market & Technology Review 2011
- Global Wine & Wine Label Market & Technology Review 2010
- Global In-mold Labeling and Product Decoration Markets and Technology Review 2010
- Labeling and Product Decoration Markets Global Review 2011
- Labeling Markets: North American Market Study & Sourcebook 2011

AWA Conferences & Events

AWA Conferences & Events was established to expand AWA's platform of expert services for the specialty 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.



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

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