

Labeling Markets: European Market Study & Sourcebook 2006

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

- The most current, comprehensive, and accurate labeling study available
- The definite information resource on the product decoration and identification market
- Now includes a complete reassessment of the labeling market:
 - Self-adhesive labeling's market position adjusted, taking into account that VIP segments do not compete as a product decoration alternatives, but represent an important labeling segment in themselves.
 - Glue applied labeling and wrap-around glue applied labeling are rationalized under a common definition, providing a higher level of clarity and a better understanding of the market position.
 - Sleeving technologies are segmented according to applications, creating greater transparency in the different sleeving technologies' markets.
- A reference work for anyone involved in labeling and product decoration, regardless of position in the value chain or technology focus.



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INTRODUCTION

Since 1990, AWA has regularly published reports on various aspects of the label market with a focus on reviewing key market and material trends as well as providing industry benchmarks on volume levels by material type. The scope of this new edition of an established Sourcebook spans the entire European labeling market, all labeling technologies, and the changing structure of the market -- especially at the level of material supplier and converter.

The content of the study reflects the fact that -- although future prospects for labeling continue to be encouraging -- recent years have seen a gradual slowdown in growth and increasing pressure on margins. It additionally takes account of the consolidation occurring throughout the value chain, and the way that alternative technologies are displacing traditional labeling methods. The study examines the increasingly broad base of product decoration and identification technologies which are adding complexity and -- with globalization -- also intensifying competition. Major contributory factors such as global purchasing, e-commerce, and the power of branding are also covered from the label industry's perspective to provide a rounded evaluation in today's competitive trading environment.

AWA Alexander Watson Associates has published European self-adhesive label studies since the late 1970s, and in 2002 expanded and redefined 'labeling' as a product decoration and identification market, publishing in July 2002 the first edition of this study. Today, these Sourcebooks are regarded throughout the industry as benchmark publications providing the most accurate, comprehensive, and insightful market data and knowledge capital available. This new study, in addition to providing the most current and complete assessment of the European market, is an essential work of reference for anyone involved in packaging, labeling, and product decoration, regardless of position in the value chain, technology focus, or materials produced.

The broad focus of this study and the market research AWA conducts on a continuous basis across all labeling and product decoration technologies together represent a unique knowledge base and in-depth source of market data that cannot be found anywhere else.

In this edition of Labeling Markets: European Market Study & Sourcebook 2006, we have reassessed the labeling market by extracting self-adhesive materials used for variable information print applications from primary product labeling. This adjustment provides a clearer context, and enables more precise comparisons of the positions of different labeling and product decoration technologies in the marketplace. It facilitates a more accurate understanding of the dynamics between the competing technologies, and growth prospects for each.

We have also realigned and segmented the labeling formats involved in wet glue labeling to make possible a more precise positioning of this technology. We have aligned wrap-around formats with glue applied patch labeling, and positioned sleeving technologies accordingly. Again, these changes establish a clearer definition of the market and the actual positioning of today's many choices of product decoration technology.

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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 consultancy services and the possibility for tailored research. Over the years we have established strong contacts with a broad spectrum of companies.



AVAILABILITY AND COST

The price of a subscription is €3500. Each subscriber will receive one hard copy of the report. Additional hard copies are available at €200 each.

It is also possible to order this report as a pdf, to be provided by email for a price of € 3800. A hard copy and a pdf can be ordered together for the special combination price of € 4100! There is a € 60 charge for handling and processing. If express or overnight delivery is required, this will be provided at cost.

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