



AWA

Alexander Watson Associates

Labeling Markets South American Market Study & Sourcebook 2012

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AWA Alexander Watson Associates BV regularly publishes reports on label and product decoration markets, defining countrywide, regional, and application opportunities for labeling formats.

Labeling Markets South American Market Study & Sourcebook 2012 is the third assessment of the status of the South American label market, materials, and technologies with particular emphasis on the changing market structure and trends within this rapidly developing business area. The report focuses on materials used in the production of labels of all types, and on the markets and market trends.

In the report the market is segmented in three ways: by application segment, by end-use segment, and by region/country. The report includes sections on the pressure-sensitive, glue applied, sleeve, in-mold, and other labeling technologies. The company profiles provide an overview of key players involved in the South American label market. **Labeling Markets South American Market Study & Sourcebook 2012** uses the value chain as a useful tool to understand the label market in South America.

With the highest percentage growth rate of all regions, the South American label market keeps on growing and offering opportunities. Trends in the use of labels in South America show ongoing, positive prospects for growth when defined both by country and by label technology. The increases in the major Brazilian market lead regional expansion, but market scenarios are also robust in other countries in the short to medium term.

The collection of primary data is a key element in the research methodology used for this study. AWA conducted in depth telephone and e-mail interviews with leading South American companies across the value chain, and with international companies that are active in the South American market. Secondary research for this study is based on AWA's comprehensive internal database of label market information, a review of available published literature, and an analysis of trade and industry statistics.

COST

Labeling Markets South American Market Study & Sourcebook 2012 was published in September 2012.

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

There is a €60/US\$85 charge for handling and processing. If express or overnight delivery for a hard copy is required, this will be provided and charged additionally 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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