

Labeling & Product Decoration Markets South African Market Review 2009

A country market review for labelstock producers, material suppliers, and all companies involved in the product decoration & identification market in South & Southern Africa

In 2008, AWA Conferences and Events held the first ever dedicated conference in South Africa supporting the market developments for labels and product decoration technologies in the region. The success of this conference has led to a planned series of conferences in South Africa to track and advise on trends in this key developing market for labels. To support these series of conferences, AWA is publishing "Labeling & Product Decoration Markets - South African Market Review 2009" as part of their acknowledged series of industry and market reports detailing the label sector.

"Labeling & Product Decoration Markets - South African Market Review 2009" is an assessment of the current status of one of the world's most innovative and influential regional label markets. The report outlines volume trends in the market by label format, material, and technology with particular emphasis on the changing structures and developments within this key business development area.

The South African label market is a driver for growth in the African label market. Viewed as highly innovative and driven by the attitudes of major global brand owners such as SABMiller, Distel, and Cadbury, the market is at the forefront of many new approaches to product decoration and the fresh use of established and developing labeling technologies. In this challenging and exciting environment, marketing information is essential for the industry to monitor its performance and make critical decisions for growth and profitability.

"Labeling & Product Decoration Markets - South African Market Review 2009" summarizes materials, conversion technologies, and applications for all label formats and on the markets and market trends. Research for this study is based on our internal database of label market information, a review of published literature, and analysis of trade and industry statistics, a survey of leading local South African printers, converters, material and equipment suppliers, and key end users, 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.

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The South African Market Review is for printers, converters, material and equipment suppliers, key end users, and other companies across the value chain.

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AWA Conferences & Events

organizes conferences, seminars, and other events related to the specialist fields in which AWA Alexander Watson Associates operates. Mark you calendar for:

Dec Tec™10 Africa:
Labeling, Product
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