

AWA

Alexander Watson Associates

Global Wine & Wine Label Market & Technology Review 2010

AWAreness™ Report

A Market Overview of Opportunities for Label Producers, Material Suppliers, and Users



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Global Wine & Wine Label Market & Technology Review 2010

In 2002, AWA published the first study of the global wine label market, identifying volumes and trends in product decoration technologies for wines. **Global Wine & Wine Label Market & Technology Review 2010** is the third assessment of the current status of this highly-specialized area of use for labels and labeling technologies.

It is the principal objective of this AWAreness™ Report to provide a comprehensive background to, and understanding of, the wine label market in 2009; to describe the current trends in volume growth and materials technology by region; and to identify the main drivers for these trends. The report also identifies the challenges and opportunities that are available within the wine label market and highlights the geographical and market sectors where opportunities are greater. Competitive product decoration technologies are also outlined in the report to provide context.

The wine market represents a tremendous opportunity for labeling, often with specialty requirements and value-added decoration. We forecast a healthy growth for the wine label market to 2013, and note that the market share of pressure-sensitive labels continues to increase. As the market evolves and new opportunities emerge, the **Global Wine & Wine Label Market & Technology Review 2010** offers an insight into the issues that face the product decoration media used on a worldwide basis.

The collection of primary data is a key element in the research methodology used for this study. AWA conducted in-depth telephone and email interviews with leading wine label printers and converters, raw materials suppliers, end users, industry experts, label designers, and trade associations. 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.

SUBSCRIPTION AND COST

Global Wine & Wine Label Market & Technology Review 2010 has been published in September 2010.

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

FINAT members benefit from a 20% discount.

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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 marketing advisory services and the possibility for tailored research. Other relevant AWA publications are:

- AWAreness™ Report Global Beer Label Study - Product Decoration Market & Technology Assessment 2009
- Labeling and Product Decoration Markets Global Review 2010

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
Decoration
& Packaging
Conference
Dec 2 - 3, 2010, Cape
Town, South Africa



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

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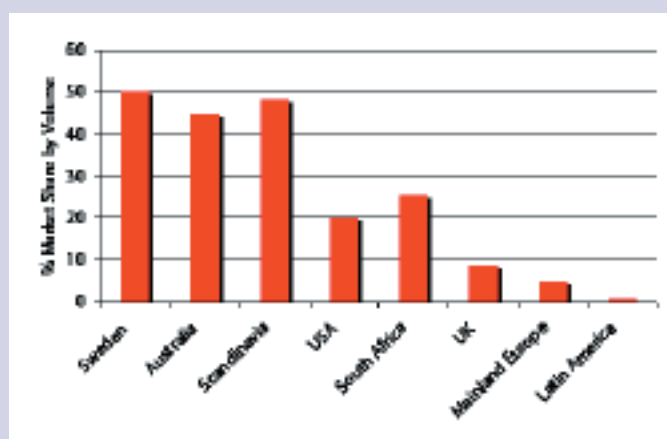
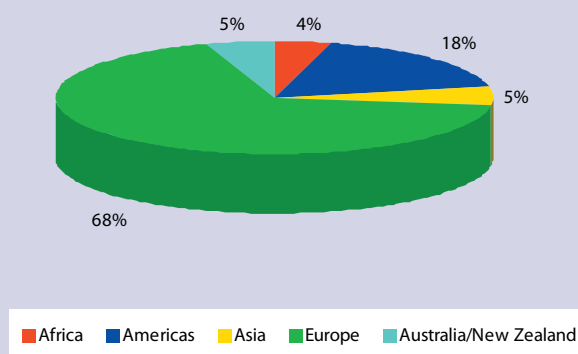
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