



AWA

Alexander Watson Associates

Labeling and Product Decoration Markets Brazilian Country Review 2013

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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 and Product Decoration Markets Brazilian Country Review 2013 is an overview of one of the world's most rapidly expanding label markets and outlines trends in the market by label format, materials, and technologies, with particular emphasis on the changing structure and developments within this key business region.

The South American label market represents one of the fastest growing label markets in terms of growth rate. Brazil is the dominant player within the region and is the powerhouse of growth in regional label volumes. This overview of the Brazilian market provides a point of reference for all those involved as suppliers or end users in this exciting marketplace to help identify growth opportunities, formulate strategies, and assist in future investment programs.

In the report the Brazilian label market is segmented in four ways: by labeling technology, by application category, by end-use market, and by material. The report also includes a company directory. **Labeling and Product Decoration Markets Brazilian Country Review 2013** uses the value chain as a useful tool to understand the label market in Brazil.

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 Brazilian companies across the value chain, and with international companies that are active in the Brazilian 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 and Product Decoration Markets Brazilian Country Review 2013 was published in April 2013 and is available in 3 languages: English, Portuguese and Spanish.

The price of a hard copy or a pdf is €2,200/US\$2,990/BRL5,700. Additional copies (whether hard copy or pdf) are available at €200/US\$250/BRL520 each. The cost of a corporate site PDF license is €3,300/US\$4,485/BRL8,550.

There is a €60/US\$85/BRL150 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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