

Global Wine Label Market Study 2013

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

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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 Label Market Study 2013 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 report to provide a comprehensive background to, and understanding of, the wine label market in 2012; 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 note that the market share of pressure-sensitive labels continues to increase. As the market evolves and new opportunities emerge, the **Global Wine Label Market Study 2013** 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.

PRICING

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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 also provides marketing advisory services and the possibility for tailored research.

AWA CONFERENCES & EVENTS

Organizes conferences, seminars, and other events related to the specialist fields in which AWA operates. A full events program can be accessed on the AWA website.

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