

# AWA

Alexander Watson Associates

## GLOBAL PRESSURE-SENSITIVE LABEL MARKET AND TECHNOLOGY REVIEW

### 2011 Global AWAreneSS™ Report

A Market Overview and Opportunities for  
Pressure-sensitive Label Producers, Laminators, Material Suppliers, and Users



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# Global Pressure-sensitive Label Market and Technology Review 2011

AWA – a recognized authority on label markets, materials, and technologies – updates and publishes a series of regional market studies as part of its regular reviews of geographical label and product decoration markets.

In addition to these acknowledged works of reference on regional and global label and product decoration markets, AWA offers a range of AWAreness™ Reports detailing specific label formats by market, printing and application technologies, and materials. These include studies of the global glue applied, sleeve, pressure-sensitive, and in-mold label markets. This prospectus outlines AWA's second global report specific to the pressure-sensitive label market.

Globally, pressure-sensitive labels are the second largest labeling technology with growth figures, mainly driven by developments in eastern Europe, Asia Pacific, and South America. There are also significant shifts in material selection in all markets influencing the supplier base, converting technologies, and end-use markets. In addition, compared with other leading labeling technologies, the pressure-sensitive label market structure and the range of its end-use applications are both complex and extended. Knowledge of the market and market dynamics are therefore essential to operate successfully in this industry.

This report presents pressure-sensitive label market segmentation by region, detailing volume growth, material trends and developments, key converting and application technologies, and more. The pressure-sensitive label value chain for key regions – a feature of all AWA reports – is used as a powerful tool to demonstrate the value created by the various stages in the chain and to highlight the possibilities for future growth.

Research for this study is based on our internal database of label market information, a review of available published literature, an analysis of trade and industry statistics, and interviews with companies across the value chain, together with inputs from AWA industry conferences and events specific to the label and specialist converting industries.

## PUBLICATION AND COST

**Global Pressure-sensitive Label Market and Technology Review 2011** was published in October 2011.

The price of a copy is €3,800/US\$4,800. You can opt for a PDF or a hard copy. Additional copies (whether hard copy or PDF) are available at €200/US\$250 each. A Corporate PDF Site License is available for €5,700/US\$7,200.

There is a €60/US\$85 charge for handling and processing. If express or overnight delivery is required, this will be provided 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 consultancy 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 packaging, coating, and converting industry and regularly organizes events in these markets.



Please visit our website [www.awa-bv.com](http://www.awa-bv.com) for information about our other publications and the events we organize.

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