

## **Global Glue Applied Label Market & Technology Review**

### **2006 AWAreness™ Report**

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



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### INTRODUCTION

As the leading authority on the global label market AWA Alexander Watson Associates have regularly published reports on labeling technologies detailing regional and technological developments and trends. AWA initiated the argument that labels are only one of several options available to end users for providing product decoration and information. Listed among the more traditional methods of labeling, glue applied labels are a leading label format category but face intense competition from alternative labeling technologies, and from alternative packaging decoration technologies. Such competition has reduced growth potential but glue applied labels maintain a strong position in several key market segments, most especially food and beverage.

It is the principal objective of this AWAreness™ report to provide a comprehensive background and understanding of the global glue applied label market through 2010, 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 glue applied label market and highlights the geographic and market segmentation where competition is highest, or where opportunity is greatest. It also outlines the markets for competitive product decoration technologies to provide context.

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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 has published many reports on the labeling market and related industries and also provides consultancy services and the possibility for tailored research. Over the years we have established strong contacts with a broad spectrum of companies.

### SCOPE OF THE REPORT

Global Glue Applied Label Market and Technology Review 2006 AWAreness™ Report defines the structure of the global glue applied label market. The Value Chain diagram provided for leading regions is used as a prime tool for depicting market characteristics, structure, and segmentation. The report outlines the market worldwide by region and discusses market trends, material trends, and end-user segments for glue applied labels.

To prepare this report we have used our in-house database of information on the labeling market and have supplemented this with the latest available published information, and field interviews with companies across the Value Chain.

Some of AWA's recent publications include:

- Global Wine & Wine Label Market & Technology Review 2006
- Variable Information Printing and Materials Market: European Study & Sourcebook 2006
- Global Shrink Sleeve Label Market & Technology Review 2005



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## 2006 AWAreness™ Report

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