

# North American Label Market Study 2013

Up-to-date Market Figures and Opportunities

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Founded in 1971, AWA Alexander Watson Associates BV as a leading international market research and marketing advisory services provider regularly publishes and updates a series of comprehensive reports on areas of specialist converting including label and product decoration markets, specialist coatings, tapes and graphic arts defining countrywide, regional, and application opportunities.

Since 1980, AWA has regularly published comprehensive reports on label and product decoration markets, defining regional and application opportunities for all labeling formats.

**North American Label Market Study 2013** is the 4th assessment of the current status of one of the world's leading regional label markets.

This report includes up-to-date information and data relating to this leading regional market for 2012. AWA's long standing involvement in the specialist labeling and converting market sectors allows for the presentation of the of the most accurate and timely information available through any source.

**North American Label Market Study 2013** details trends in the North American market by label format, material, and technology, with particular emphasis on the changing structure and developments within this key business area. The report focuses on materials, conversion technologies, application methods, and end uses for all label formats, and on their markets.

**North American Label Market Study 2013** details the four main labeling technologies:

Pressure-sensitive, glue applied, sleeving, and in-mold — and includes forecast growth for each. The North American label market is segmented by application category, end-use market, and regional geographical market. The value chain tool is used to analyze the North American label market for each label technology.

AWA studies provide a strong understanding of the supply end of the value chain. This makes them invaluable for labelstock producers, material suppliers, and companies from further along the value chain who want to get an understanding of the industry.

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 input from AWA industry conferences and events specific to the label and specialist converting industries.

## PRICING

**This Report was published in July of 2013.**

The price of a hard copy or a pdf is  
US\$4,800/€3,800.

Additional copies (whether hard copy or pdf) are available at US\$250/€200 each. The cost of a corporate site PDF license is US\$7,200/€5,700.

There is a US\$85/€60 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.

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