

# Global In-Mold Label Market Study 2013

**A Market Overview and Opportunities for  
In-mold Label Converters, Producers,  
Equipment & Material Suppliers and Users**

Over 200 pages of  
up-to-date Market Intelligence

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Founded in 1971, **AWA Alexander Watson Associates** is a leading international market research and advisory services provider. We regularly publish reports on the global and regional markets for in-mold labels and publish detailed AWAreness™ reports on the market for this label technology. In addition, we publish studies on regional label markets and other label technologies. This is the third edition of this report.

Because the in-mold label market structure is complex, specialized expertise is essential to successfully operate in this industry. This study will bring you up-to-speed on the opportunities this labeling technology offers. Our **Global In-Mold Label Market Study 2013** presents an overview of the global and regional in-mold label markets. Each region is segmented by application, end-use, and material. In addition, the report gives an overview of technology trends for materials, printing technologies, and molding. The study also looks into the future of in-mold labeling and in-mold decoration. It concludes with the company directory section which presents an overview of key players in 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 inputs from AWA industry conferences and events specific to the label and specialist converting industries.

## PRICE

The Global In-Mold Label Market Study 2013 was published in July 2013.

The regular price of a copy is €3.800/US\$4,800.

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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

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