

AWA

Alexander Watson Associates

Labeling Markets: Asian Market Study & Sourcebook 2009

Market Overview & Opportunities for Labelstock Producers,
Material Suppliers, and All Companies Involved
in the Product Decoration & Identification Market

**AWA Alexander Watson Associates**

Koningin Wilhelminaplein 13
2.09.09 (Tower 2, Floor 9, Suite 9)
PO Box 69035
1060 CA Amsterdam
The Netherlands

Tel: +31 20 676 2069
Fax: +31 20 676 2375
Email: reports@awa-bv.com
Web: www.awa-bv.com

AWA North American Office

910 Lakeshore Drive, # 2415
Chicago, IL 60611
USA

Tel: +1 312 943 4091
Email: reports@awa-bv.com
Web: www.awa-bv.com

Labeling Markets: Asian Market Study & Sourcebook 2009

Since 1980, AWA Alexander Watson Associates have regularly published comprehensive reports on label and product decoration markets, defining regional and application opportunities for all labeling formats. **Labeling Markets: Asian Market Study & Sourcebook 2009** is the second assessment of the label market in this region published by AWA.

As the fastest-growing market for labels, the Asian market continued to drive the global growth in label volumes, but, in line with all other regional markets, exhibited the same significant slowdown in label market volume growth.

The Asian label market is not a homogenous market, but is composed of markets defined by countries that show a wide range of growth rates and sophistication in labeling formats, and, within these individual markets, there are widely different performances.

As in all regions, label growth has been influenced by changing business environments, and the dynamics of the label market across Asia have been affected by these changes to varying degrees, dependent upon country, label format, and end use.

The report details trends in the Asian market by label technology, with chapters dedicated to pressure-sensitive, glue applied, sleeving, and in-mold labeling. The study focuses on product decoration and identification, with particular emphasis on face materials required for the production of labels in their various formats. The value chain tool is used to analyze the Asian label market for each label technology.

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.

AVAILABILITY AND SUBSCRIPTION PRICE

Labeling Markets: Asian Market Study & Sourcebook 2009 has been published in September 2009.

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

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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 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 paper, film, packaging, coating, and converting industry and regularly organizes events in these markets, which are particularly valued for the industry networking opportunities they provide, as well as for their in-depth content.



Please visit our website www.awa-bv.com for information about our other publications and events.

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