



Flexo Labels Market Analysis Report

7/01/2024

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1. Flexo Label Overview

Label Packaging plays a big role in the global economics scope as No product can be placed into the market without product branding. This makes Label Printing a key aspect in the packaging world.

Flexographic Printing is a type of relief printing in which ink is applied to a raised image on a flexible plate which is then impressed (transferred) to a printing substrate e.g., Paper, film, Foil etc.

The Kenyan [market gap](#) for printed labels is relatively huge presenting moderate growth opportunity, with the label market segment estimated at \$75-100 million and projected to grow at a CAGR of 5.8% from 2021-2026. The market is fragmented, with the top 3 players holding a 45% market share, leaving room for new entrants to capture significant market share.

- **E-commerce Boom:** Online retail sales increased by 39% in 2023, driving label demand.
- **Sustainability Trend:** Bio-based label material usage grew by 22% in 2023.
- **Anti-counterfeiting Needs:** Security feature implementation in pharmaceutical labels rose by 35% in 2023.

The following are the main sectors that are covered by the flexography press printing industry. Cosmetics Industry, food, drinks & Beverages Industry, The Agri & Vet Sectors. Shoe care dyes and creams, Oil/Lube Sector, Pharmaceutical Sector, House Hold Sector. (Hand washes, Detergents, Soaps etc.) & FMCG (Fast moving Consumer Goods) Sector among other sectors.

Flexo Printing Label Machine



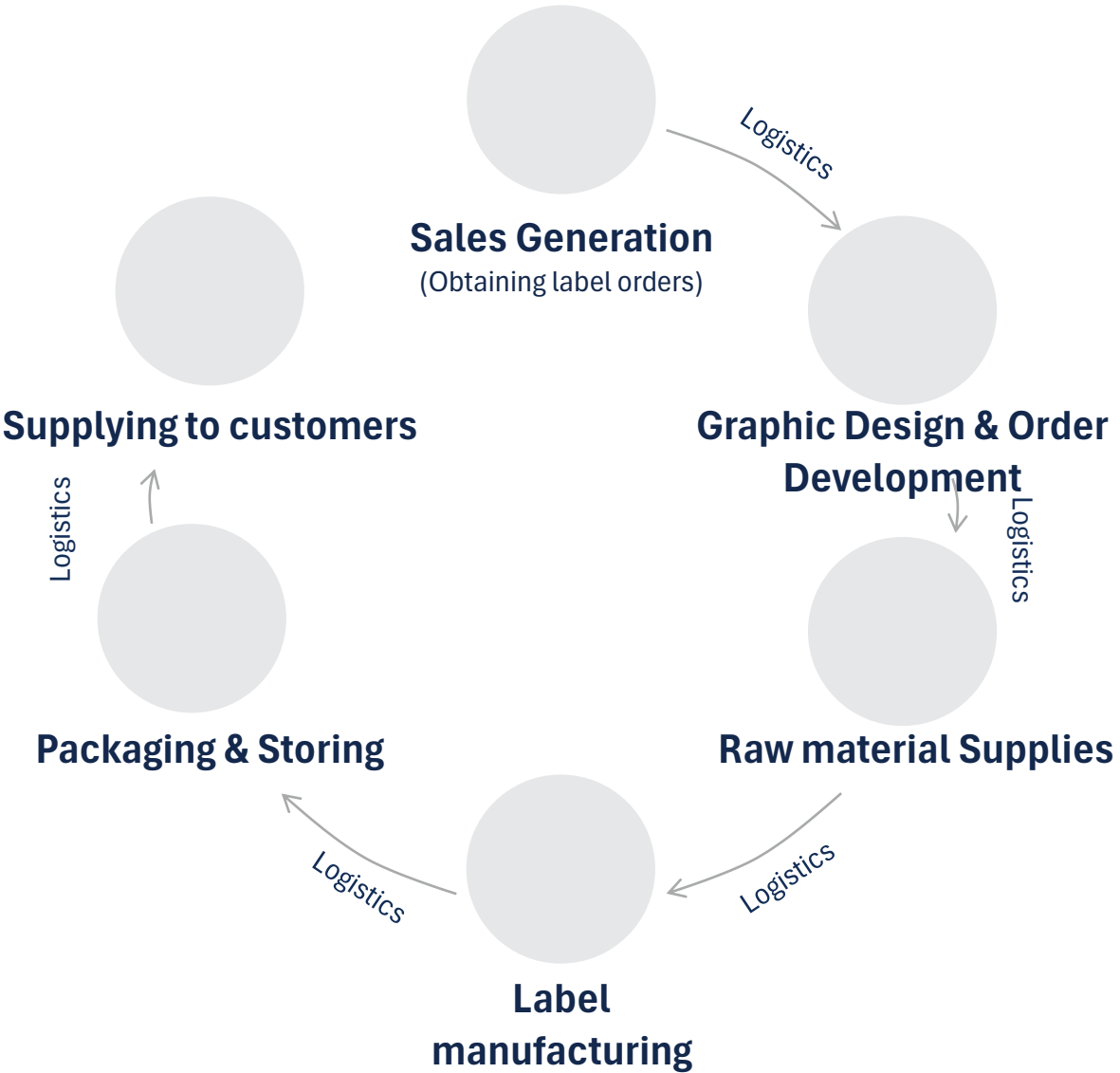
Our Value Chain

2. Our Value chain



Our Supply Chain

3. Our Supply chain



Industry Overview

Competitive forces model

Intensity of industry rivalry: **Moderate**

- Capital requirements: Entry-level flexo press cost: \$200,000 - \$500,000
- Technical expertise: Only 2 technical institutions offer specialized courses; Estimated 500 trained flexo printing technicians in the country
- Government support: 30% tax deduction on electricity cost; 100% investment deduction on capital expenditure for manufacturing facilities

Power of complementary good/service providers :**Low to moderate**

- Digital printing market share in labels: 18% in 2023, projected to reach 25% by 2028
- In-mold labeling adoption rate: 5% of beverage packaging in 2023

Threat of substitute goods/services : **Low to moderate**

- Digital printing market share in labels: 18% in 2023, projected to reach 25% by 2028
- In-mold labeling adoption rate: 5% of beverage packaging in 2023



Threat of potential entrants: **Moderate**

- Market concentration: Top 3 players hold 45% market share
- Average annual new entrants in flexo printing: 2-3 companies over the past 5 years

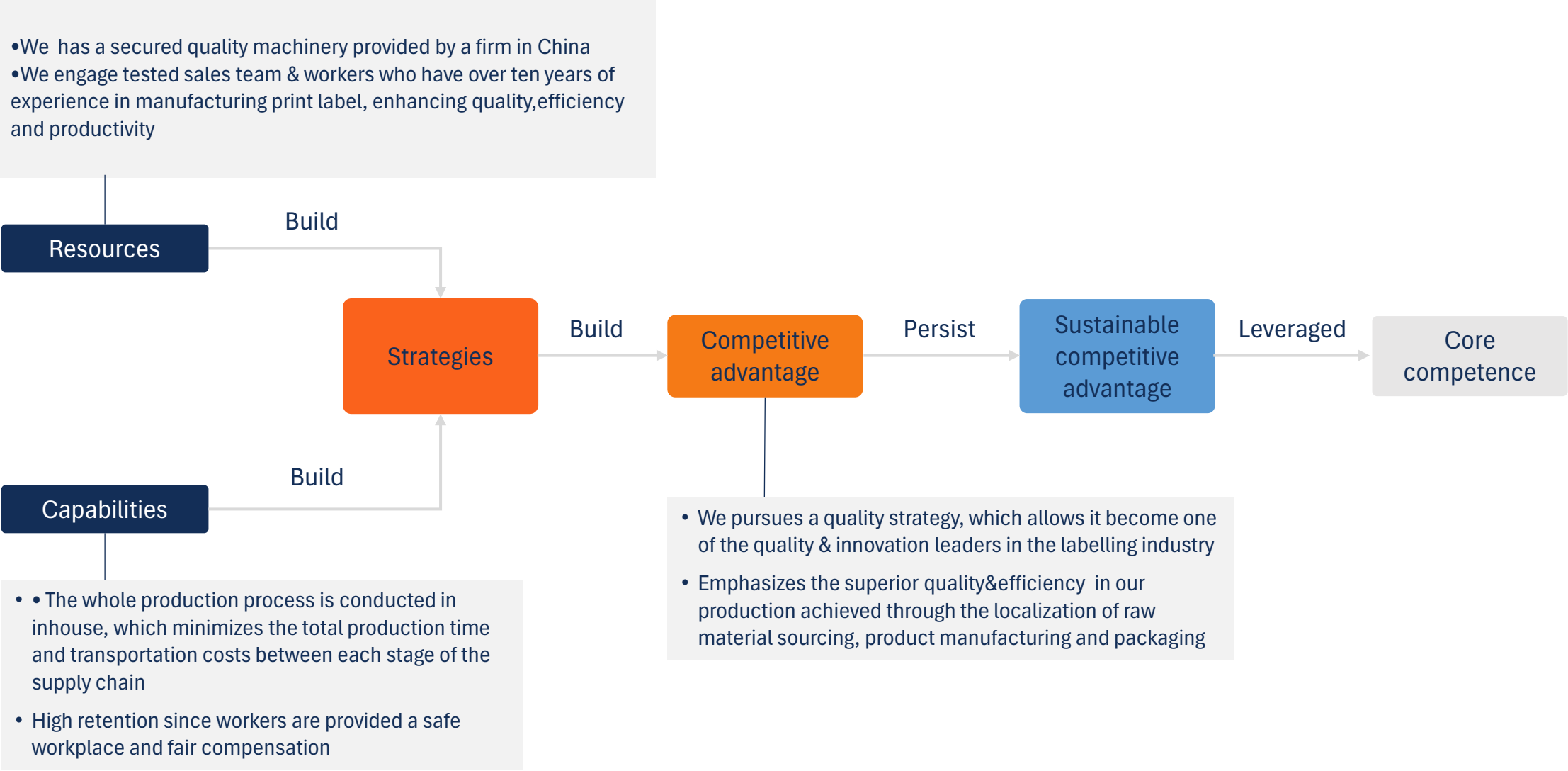
Bargaining power of buyers: **Moderate**

- Top 5 label-consuming industries (food & beverage, pharmaceuticals, cosmetics, logistics, agriculture) account for 70% of market demand
- Average order size increased by 15% in 2023 due to e-commerce growth

Bargaining power of suppliers: **Moderate to High**

- 80% of raw materials (specialized inks, plates) imported from 3 main countries: China, India, and Germany
- Exchange rate fluctuations: Kenyan Shilling depreciated by 3.5% against USD in 2023, affecting import costs

Competitive advantage



Business Tombstones

Business Tombstones

Notable Prospective Orders

Trufoods Ltd.



500,000 Labels each

- 1. Zesta Gooseberry Jam 330gms
- 2. Zesta Mixed fruit jam 200gms
- 3. Zesta Raspberry jam 330gms
- 4. Zesta Red Plum jam 200gms
- 5. Zesta Soy Sauce

CentroFoods



300,000 Labels

- 1. Ken Tomato sauce

Physio Products kenya



300,000 Labels each

- 1. Beula Gold Crystal shampoo 5 litres
- 2. Beula Gold cream conditioner 1litre

Zain Pharma Kenya



100,000 Labels each

- 1. Cetirizine for children 60ml
- 2. Kofgon cough Syrup 60ml

Alanic Products Kenya



200,000 labels

- 1. Lan handwash raspberry fragrance

Harrys bakery Uganda Ltd.



300,000 Labels

- 1. Harrys Assorted Yam Biscuits

Arysta Lifescience Ltd



500,000 Labels

- 1. Floramite 240sc

Appendices- Brand Design Artworks for Prospective Orders

Brand Design Artworks for Prospective Orders



Size: 115mm X 50mm

Brand Design Artworks for Prospective Orders



Size: 115mm X 50mm

Brand Design Artworks for Prospective Orders



Brand Design Artworks for Prospective Orders



Red Plum Jam



INGREDIENTS:
Sugar, Red Plum Pulp, Citric Acid (E330),
Pectin (E440), Red Plum Flavour (E1518/E1520)
& Permitted Food Colour (E122/E124).

NUTRITIONAL INFORMATION	
Approximate Value per 100 grams	
Energy kcal	323
Fats g	<0.1 (traces)
Carbohydrates g	78.36
Dietary fiber g	0.8
Proteins g	0.59
Vitamin C mg	10.6

Net Wt. 200gms

Manufactured by



P.O. Box 41521 - 00100, Jogoo Road, Nairobi - Kenya
Tel: +254 (020) 2385880/2385860
Fax: +254 (020) 2385850
E-mail: delite@trufoods.biz
Website: <http://www.trufoods.biz>



SM#738



Red Plum Jam





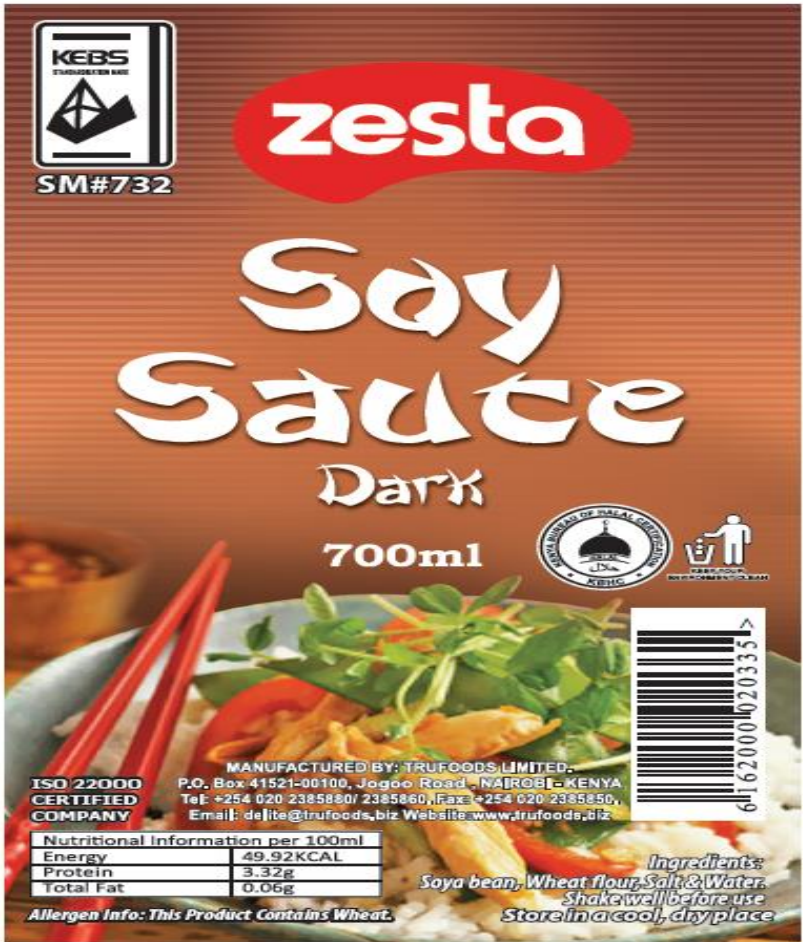
6 162000 010022 >

STORE IN A COOL DRY PLACE

155mm

65mm

Brand Design Artworks for Prospective Orders



130mm X 70mm

Brand Design Artworks for Prospective Orders



Brand Design Artworks for Prospective Orders



Brand Design Artworks for Prospective Orders



Brand Design Artworks for Prospective Orders

95mm

Composition :
Each 5ml contains :
Cetirizine HCL 5mg
Flavoured syrup base q.s.

Dosage :
As directed by the Physician.

Storage :
Store at a temperature not exceeding 30°C. Protect from light

Warning:
Cetirizine lacks significant sedative effects but some individuals may experience drowsiness, if affected don't drive or operate machinery

SHAKE WELL BEFORE USE

KEEP MEDICINES OUT OF REACH OF CHILDREN.

60ml

Cetirizine

FOR CHILDREN

Cetirizine Hydrochloride Oral Solution Syrup

Allergy

24 HOUR RELIEF FROM

- Sneezing
- Itchy, Watery Eyes
- Runny Nose

5 mg

Indoor & Outdoor Allergies



Cetirizine
Cetirizine Hydrochloride Syrup

Batch No. :
Mfg. Date :
Exp. Date :



Manufactured by
ZAIN PHARMA LIMITED
Plot No: 209/13741,
Colchester Park,
Godown No.1, 2, 3,
P.O. Box: 100167-00101,
Nairobi, Kenya.
Email: info@zainpharma.co.ke

43mm

Brand Design Artworks for Prospective Orders

95mm

43mm

Composition :

Each 5ml contains :

Diphenhydramine -

Hydrochloride BP 5 mg

Chlorpheniramine Maleate BP 2 mg

Ammonium Chloride BP 50 mg

Sodium Citrate BP 30 mg

Menthol BP 0.25 mg

Flavoured Syrup Base q.s.

Colour : Ponceau 4R

Dosage :

Adults:

One to two 5ml spoonfuls every six hours.

Children:

Half to one 5ml spoonful every six hours

or

As directed by the physician



KOFGON

Cough Syrup

3 ACTION FORMULA

Bronchitis

Dry Irritating Cough

Cough with Expectorations

60ml

Storage:

Store below 30°C. Protect from light.

SHAKE WELL BEFORE USE

KEEP MEDICINE OUT OF REACH OF CHILDREN.

Caution

This medicine may cause drowsiness.
If affected do not drive or operate machinery.

Batch No. :

Mfg. Date :

Exp. Date :



Manufactured by

ZAİN PHARMA LIMITED

Plot No: 209/13741,

Colchester Park,

Godown No.1, 2, 3,

P.O. Box: 100167-00101,

Nairobi, Kenya.

Email: info@zainpharma.co.ke

Brand Design Artworks for Prospective Orders



Brand Design Artworks for Prospective Orders

Full Process Colours

Cyan Magenta Yellow Black



Harry's Assorted Yam Biscuits are specially crafted with a touch of good-old traditional baking expertise to create an exciting experience. Our assorted and uniquely made biscuits are tastily awesome and are made with style and attention to detail. They are great for all occasions. Bring the family together with three of your all-time favourite biscuits, all in one pack! Perfect for your regular snackie or dunking them in your everyday cuppa.



Made in Uganda by:
HARRY'S BAKERY LIMITED
Buddo-Kisozi, Wakiso-Uganda
P. O. Box 0000, Wandegaya Kampala
Tel: +256 700 000 000
harrysbakeryltd@gmail.co.uk



All your Favourites Together!

INGREDIENTS:
wheat flour, whole wheat flour, sugar, vegetable oil (high oleic sunflower oil) 13%, polydextrose, milk powder 1%, raising agents (sodium hydrogen carbonate and ammonium hydrogen carbonate), flavours, salt, whey powder, emulsifier (soya lecithin), glucose and fructose syrup.

May contain traces of uts and egg.

TYPICAL NUTRITIONAL INFORMATION

	Per 100g	Per Serving 28g
Energy	1772kj 423kcal	496kj 119kcal
Protein	8.3g	2.3g
Glycaemic Carbohydrate	74g	21g
of which Total Sugar	21.7g	6.1g
Total Fat	9.5g	2.7g
of which		
Saturated Fat	5.2g	1.5g
Trans Fat	0.0g	0.0g
Monounsaturated Fat	3.1g	0.9g
Saturated Fat	1.2g	0.3g
Cholesterol	21mg	6mg
Dietary Fibre #	1.7mg	0.5mg
Total Sodium	377mg	106mg

Nutritional information above refers to the ready-to-eat product.

KEEP IN A COOL DRY PLACE AWAY FROM DIRECT SUNLIGHT

Batch No.
Mfg.
Exp.

Size: 300mm X 185mm

Brand Design Artworks for Prospective Orders

GENERAL INFORMATION: FLORAMITE 240 SC is a selective acaricide for the control of phytophagous mites on roses and carnations. FLORAMITE 240 SC provides knockdown through contact activity and a subsequent residual control. FLORAMITE 240 SC controls all motile stages of mites. FLORAMITE 240 SC combines activity on phytophagous mites with selectivity to predatory insects and beneficial mites.

DIRECTIONS FOR USE: Fill the spray tank with half the desired amount of water. Add the required quantity of FLORAMITE 240 SC while constantly stirring. Then fill the tank with the remaining amount of required water. Do not store diluted solution overnight or for extended periods.

Application recommendations: (Use only as directed)

Target Crop	Pest	Application Rate	Remarks
Roses and Carnations	Control of phytophagous mites (<i>Tetranychus urticae</i> & <i>T. cinnabarinus</i>)	40 mL in 100 L of water 8 mL in 20 L of water	Apply when first spidermites are observed. Repeat application after 7 days

INSTRUCTIONS FOR USE: For the control of two-spotted and carmine spidermites (*Tetranychus urticae* and *T. cinnabarinus*). Apply when the first spidermites are observed. In crops with dense foliage, where mites are difficult to reach, the treatment must be repeated after 7 days.

Concentrations: 0.04% or 40 mL per 100 L of water. A spray volume of 1000 L per hectare is recommended. Actual spray volume will vary depending on the size of plants being treated; ensure thorough spray coverage to all foliage. Low volume sprays must be avoided.

RE-ENTRY PERIOD: Re-entry period of areas treated with FLORAMITE 240 SC is One (1) day. However, allow for the spray deposits on leaf surfaces to dry before entry.

HAZARDS AND PRECAUTIONS: Wear protective clothing namely, overalls, gloves, gumboots, hat/headress and face shield when preparing the spray mixture and while spraying. Avoid contact with skin. Wash contaminated body parts immediately with soap and water. Do not inhale product fumes. Preparation must be done in the open air. Do not apply upwind and stay out of the spray mist. Do not eat, drink or smoke while handling the product. Wash hands thoroughly after using the product. Contaminated clothing should be washed before re-use.

STORAGE: FLORAMITE 240 SC must be kept in original, sealed container in a cool, dry and well-ventilated place under lock and key. Keep out of reach of children. Keep away from food, drink and animal feedstuffs.

DISPOSAL: Triple rinse, puncture and crush empty container avoiding environmental and water contamination or destroy them in safe and authorised place in accordance with regulations. Do not re-use empty containers for any other purpose. Pesticide spray mixture or rinsate that cannot be used must be disposed where it it cannot contaminate water.

WILDLIFE AND ENVIRONMENTAL PROTECTION: FLORAMITE 240 SC is of low hazard to wildlife. Toxic to aquatic organisms. Relatively harmless to bees, beneficial insects and predatory mites. Do not contaminate rivers, ponds or pools with chemical, rinsate or container. Pour rinsate away from springs and wells.

FIRST AID INSTRUCTIONS: Skin contact: May cause sensitization. Wash skin immediately with plenty of water and soap. Eye contact: May cause eye irritation. Flush eyes thoroughly with large amounts of water for at least 15 minutes. Seek medical attention if irritation persists. If swallowed: Do not induce vomiting. Dilute the poison by giving large amounts of water to drink. Inhalation: Remove patient to fresh air and rest immediately is necessary.

DO NOT GIVE ANYTHING BY MOUTH TO AN UNCONSCIOUS PERSON. IF SYMPTOMS PERSIST SEEK MEDICAL ATTENTION.

TOXICOLOGICAL INFORMATION: Symptoms of Poisoning: No specific symptoms of poisoning are expected. Antidote: No specific antidote. Note To Physician: Symptomatic treatment is recommended. Show the label to a physician.

The manufacturer warrants the quality of the product acquired by the user in sealed original packages. Recommendations for product usage are nonbinding but are based on the latest level of expertise of the manufacturer. Many factors, such as weather and soils conditions, plant types, resistance, spraying techniques and other applications may influence the effect of the product. The user shall bear the risk in this respect. The manufacturer declines all liability for damage resulting from improper storage or use of the product.

INSECTICIDE

Floramite[®] 240 SC

KIUA DUDU



ACARICIDE/MITICIDE FOR THE CONTROL OF SPIDERMITES IN ROSES AND CARNATIONS.

COMPOSITION Bifenazate 240 g/ℓ **MCHANGANYIKO**

REGISTRATION NUMBER IN/0389 **NAMBAZI YA USAJILI**

APPROVED BY Tropical Pesticides Research Institute **IMETHIBITISHWA NA**

READ THE LABEL BEFORE USING / SOMA MAELEKEZO KABLA YA KUTUMIA
KEEP LOCKED UP OUT OF REACH OF CHILDREN / WEKA MBALI NA WATOTO

Registration Holder/Miliki wa Usajili
Distributor/Msambazaji:
Arysta LifeScience Tanzania Ltd.
Plot 127, Nyerere Road
P.O. Box 42942, Dar Es Salaam, TANZANIA
Tel.: +255 739 991 837

Origin / Inatoka: Netherlands

NET CONTENT (UJAZO)

1 ℓ

CAUTION
TAHADHARI

Shelf life: Two years from the date of manufacture if stored in unopened original container in a dry cool place. (Maisha Rafuni: Miaka miwili baada yatarehe ya kutengenezwa iwapo dawa hii itahifadhiwa kwa chombo chake asili bila kufunguliwa na iwepakavu na pasipo na joto nyingi.)

Date of Manufacture (Tarehe ya kutengenezwa):
Batch N° (Nambari ya kifurushi):
Expiry Date (Tumia kabla ya):

See on packaging

WHO Class: III, Slightly hazardous

Arysta
LifeScience
Innovation. Agility. Results.

MAELEZO: FLORAMITE 240 SC ni kiua dudu maalum cha kuangamiza utitiri au spider-mites. Ina nguvu zaidi dhidi ya mabuu ama viluwiwi vya viwango vyote kwenye waridi na carnation. FLORAMITE 240 SC hufanya kazi vizuri zaidi inapo nyunyiziwa mapema mara tu wadudu aina ya utitiri au spider-mites wanapo vama wakati ambapo idadi yao ni chache waliokoma, mayai kwa wingi pamoja na viluwiwi.

JINSI YA KUTUMIA.

Mimea	Wadudu	Kiasi cha Dawa	Wakati wa Kunyunyiza
Waridi (Roses) na Carnations	Utitiri au spidermites (<i>Tetranychus urticae</i> & <i>T. cinnabarinus</i>)	Millilita 40 za dawa kwenye lita 100 za maji. Millilita 8 za dawa kwenye lita 20 za maji.	Nyunyiza mara tu utitiri wanapoonekana. Rudia kila baada ya siku 7-10 au kulingana na kiasi cha utitiri.

MUDA WA KUSUBIRI KABLA YA KUINGIA ENEO LILLO NYUNYIZWA DAWA: Ngoja mda wa siku moja (1) kabla ya kuingia mahali palipo nyunyiziwa dawa hii.

VIWANGO VYA KUTUMIA: Tumia millilita 40 za dawa katika lita 100 za maji. Ina pendekezo kutumia maji kiasi ya lita 1000 kwa hekta moja.

NAMNA YA KUTAYARISHA DAWA: Ongeza kiasi kinachohitajika cha dawa ya FLORAMITE 240 SC kwenye maji ndani ya mtungi wa kunyunyiza dawa huku ukiendelea kukaraga. Tumia dawa kwa siku ile ile unapoitayarisha.

TAHADHARI WAKATI WA MATUMIZI: Vaa mavazi ya kujikinga kama vile ovaroli, glovu za mipira za mikono kifaa cha kupumlia hewa safi, Gambuti, Kofia, na kinga ya uso unapotarisha dawa na unapo nyunyiza dawa. Chungu dawa usiguse ngozi. Osha sehemu ya mwili iliyo mwaigikiwa na dawa haraka kwa maji na sabuni. Usivute mvuke wa dawa hii. Dawa hii ni lazima itayarishwe mahali palipo wazi. Usipulize dawa upande upepo unapoonekana na epuke uyenye nyevu na mvuke wa dawa hii. Usiye, usinywe wala usivute sigara unapotumia dawa hii.

BAADA YA KAZI: Osha kwa makini vyombo vya kazi na ufue nguo ulizofanya kazi. Baada ya kazi badilisha nguo zako na unawe mikano na uso.

KUHFADHI: FLORAMITE 240 SC lazima ihifadhiwe ndani ya chombo chake asili kilichofungwa vizuri na kuwekwa mahali bandi, pakavu na penye hewa safi. Kwenye chumba kilichofungwa vizuri. Weka mbali na vyakula, vinywaji na chakula cha mifugo.

KUTUPA VYOMBO VILIVYO TUPU: Suza mara tatu kwa maji toba na penda penda vyombo vilivyo kwisha dawa ukijadharu usiharibu maji na mazingira na utupe mahali salama na palipo ruhusiwa, kulingana na sheria na kanuni za nchi. Usitumie chombo kilicho kwisha dawa kwa kazi nyingine yoyote. Dawa iliyochanganywa ama maji yatakayo baada ya kuosha vyombo vilivyotumika ni lazima yatupwe mahali ambapo hayawezi kuharibu mto au visima vya maji.

MADHARA KWA MAZINGIRA: Ina madhara madogo kwa wanyama wa pori. Haina madhara kwa nyuki, wadudu wale na manufaa kwa mkulima na wale wanao kula wadudu wengine. Ina madhara madogo kwa samaki. Usichafue mito, vidimbwi vya maji na dawa hii, au maji uliosuzia vyombo vilivyokuwa na dawa hii au chombo chenye mwa maji uliyotumia kusuzia vyombo vilivyokuwa na dawa hii mbali na chemchemi na visima vya maji.

HUDUMA YA KWANZA: Ajali inapotokea, muonde alyehusika na umweke mahali salama. Ikiwa dawa imeguzana na: Macho: Osha macho na maji mengi masafi kwa muda una zidi dakika 15. Ngozi: Inadhuru ikiagua ngozi. Tsa nguo iliyoguzwa dawa na osha mwili na maji mengi na sabuni. Dawa ikimezwa: Mpe bilau la maji anywe. Usimfanye mdhuriwa kutapika. Dawa inapopumiliwa: Muonde mwenye amepuma dawa kutoka eneo la hatari. Mtafutie huduma za matibabu.

USIMPE MDHURIWA ALIYE KOSA FAHAMU KITU CHOCHOTE KUPITIA MDOMO.

Dalili za sumu:

Ikimwagika kwenye ngozi ama macho inaweza kusababisha mwasho wa kadiri. Ikimweza kwa wingi pamoja na vileo inaweza kusababisha kuchafuka moyo. Dalili za kusukumika zikizidi, daktari aampe mdhuriwa matibabu kulingana na dalili zinazojidhihirisha.

DAWA YA KUVUNJA NGUVU ZA SUMU: Hakuna dawa ya kuvunja nguvu za sumu hii, kwa hivyo mdhuriwa atibiwe kulingana na dalili zinazoonkana.

PELEKA MJERUHI KWA DAKTARI.

Mtengenezaaji ana dhamana na bidhaa ikiwa mtumiaji ameiunua kwenye kifungashio chake cha asili kilichofungwa vizuri. Ushauri wa matumizi ya bidhaa haumfungi mtumiaji bali unatokana na ujuzi na uzoefu wa sasa wa mtengenezaaji. Hali ya hewa, udongo, aina ya mimea, usugu, mbinu za unyunyiziwa na namna nyingine za unyunyiziwa wa dawa zinaweza kuwa na athari katika ufanisi wa dawa. Mtumiaji atachukua jukumu katika mazingira haya. Mtengenezaaji hatahusika na uharibifu wowote utakaotokana na uhifadhi mbaya au utumiaji mbaya wa bidhaa.