#### **Report Information**

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# Label Adhesives Market Research Report- Forecast to 2032

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#### Description:

# Global Label Adhesives Market Overview

Label Adhesives Market Size was valued at USD 31.5 billion in 2022. The Label Adhesives industry is projected to grow from USD 33.453 billion in 2023 to USD 54.12914965 billion by 2032, exhibiting a compound annual growth rate (CAGR) of 6.20% during the forecast period (2023 - 2032). Increased industrial sector to boost its production rate in according to meet the challenge and needs and sentiments of buyers and consumers are changing while choosing their products are the key market drivers enhancing the market growth.

Label Adhesives Market Overview

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

## **Label Adhesives Market Trends**

# Rising importance of biodegradable products is driving the market growth

Self-adhesive labels are generally made up of plastic or paper. Paper is bio-degradable, while plastic is non-degradable. Though they can be recycled, plastic labels are smaller, categorized as micro-plastic and challenging to gather and recycle. The increasing awareness among consumers regarding the adverse effects of plastic on the environment and the importance of using bio-degradable alternatives leads to innovations in the development and employment of such materials. For instance, in December 2018, VPF, a manufacturer of self-adhesive materials, added a new eco-friendly product line of adhesive-coated label stock to its product portfolio. The new eco-friendly labels are grass paper with two adhesive coatings used in the cosmetics, food, and beverages industries. Ritrama, a self-adhesive manufacturer, launched environmentally friendly adhesive materials for packaging applications to adhere to grass paper and plastics. Additionally, the increasing use of digital labels due to enhanced aesthetic properties, durability, waterproof printing, and ease of usage boosts the demand for digitally printed adhesive labels. This factor drives the market CAGR.

Additionally, self-adhesive labels are generally used to describe the contents, manufacturing date, expiry date, and other important information about the product. This factor helps select the appropriate product according to the logo, label description, and instructions. These labels are widely used in food & beverages, pharmaceutical, medical, and consumer goods industries.

Increasing demand for packaged food, clothing, electronics, consumer durables, and non-durable goods ly drives the demand. The increasing population surges the demand for consumer goods, and the daily use of products further boosts market growth. The demand for FMCG goods increases due to the rise in per-capita disposable income, thus driving product demand. Labeling is used for product packaging, which helps create awareness among consumers about the product they are consuming and helps to mention ingredients. For instance, pharmaceutical companies use labels with logos and information on the product to educate people about the brand and its product offerings. These labels are durable, prohibiting ink fading on the label. Thus, this factor is projected to fuel market growth. Thus, driving the Label Adhesives market revenue.

# **Label Adhesives Market Segment Insights**

# **Label Adhesives Type Insights**

Based on type, the Label Adhesives market segmentation includes Permanent, Removable, Freezer, High Temperature, and Repositionable. The permanent segment dominated the market because permanent adhesives are used in various applications where a strong bond is required, such as on food packaging, labels for industrial products, and labels for retail products. Permanent adhesives are used in various applications where a strong bond is required. This includes food packaging, labels for industrial products, and labels for retail products.

**Label Adhesives Technology Insights** 

The Label Adhesives market segmentation, based on Technology, includes Water Based, Hot Metal Based, and Solvent Based. The water-based segment dominated the market because water-based adhesives are more environmentally friendly than other types of adhesives, and they are also less likely to cause skin irritation. This is because they do not contain volatile organic compounds (VOCs), which can contribute to air pollution.

Figure1: Label Adhesives Market, by Technology, 2022&2032(USD billion)

Label Adhesives Market, by Technology, 2022&2032(USD billion)

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

# **Label Adhesives Substrate Type Insights**

The Label Adhesives market segmentation, based on Substrate Type, includes Polyethylene Terephthalate (PET), Metal Containers, and Polyolefin Bottles. The polyethylene terephthalate (PET) segment dominated the market because PET is a versatile material used in various applications, including food packaging, beverage packaging, and cosmetics packaging.

# **Label Adhesives Regional Insights**

By Region, the study provides market insights into North America, Europe, Asia-Pacific and the Rest of the World. Due to the large manufacturing base, the North American Label Adhesives market will dominate this market. The growing e-commerce sector in the U.S. is fueling the demand for labels used for packaging, which will boost the market growth in this Region.

Further, the major countries studied in the market report are The U.S., Canada, German, France, the UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

Figure2: LABEL ADHESIVES MARKET SHARE BY REGION 2022 (%)

LABEL ADHESIVES MARKET SHARE BY REGION 2022 (%)

#### Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Europe Label Adhesives market accounts for the second-largest market share due to the increasing awareness among consumers regarding the product's content such as consumables, cosmetics, personal care products, and specifications regarding consumer goods such as electrical appliances, electronics, tools, packages and others shall boost these labels' demand. Further, the German Label Adhesives market held the largest market share, and the UK Label Adhesives market was the fastest-growing market in the European Region.

The Asia-Pacific Label Adhesives Market is expected to grow at the fastest CAGR from 2023 to 2032. This is due to the easy availability of raw materials such as adhesives, paper, plastic films and others is likely to boost the regional market progress. Moreover, China's Label Adhesives market held the largest market share, and the Indian Label Adhesives market was the fastest-growing market in the Asia-Pacific region.

### Label Adhesives Key Market Players& Competitive Insights

Leading market players are investing heavily in research and development to expand their product lines, which will help the Label Adhesives market grow even more. Market participants are also undertaking various strategic activities to expand their footprint, with important market developments including new product launches, contractual agreements, mergers and acquisitions, higher investments, and collaboration with other organizations. The Label Adhesives industry must offer cost-effective items to expand and survive in a more competitive and rising market climate.

Manufacturing locally to minimize operational costs is one of the key business tactics manufacturers use in the Label Adhesives industry to benefit clients and increase the market sector. The Label Adhesives industry has offered some of the most significant advantages in recent years. Major players in the Label Adhesives market, including Nobel N.V. (Netherlands), ITL Apparel Label Solution (U.K.), Henkel AG & Co. KGaA (Germany), 3M (U.S.), BOSTIK S.A (France), H.B Fuller (U.S.), Avery Dennison (U.S.), The Dow Chemical Company (U.S.), PPG Industries, Inc. (U.S.), Ashland Holdings Inc. (U.S.), and Lintec Corporation (Japan)., and others, are attempting to increase market demand by investing in research and development operations.

HERMA is recognized as one of the leading specialists in self-adhesive Technology beyond the borders of Europe, with a comprehensive range of know-how - from manufacturing adhesive materials, self-adhesive products and labeling solutions to labeling machines. Herma, a German self-adhesive technology specialist, launched 52W, a new wash-off label adhesive developed especially for PET bottles.

Geostick is a commercial printer in Uithoorn, Noord-Holland, Netherlands. It supplies self-adhesive labels, card products, flexible packaging, shrink sleeves, and other products. Geostick acquired these labels division of iPB Printing B.V. This acquisition will allow iPB Printing to focus on the growth of its flexible packaging and in-mold labels (IML) business. Further, Geostick Group will strengthen its position in the self-adhesive labels with the previous acquisitions of, LabelForm, LabelMed, Wyt hazard labels, and Etiket BV.

# Key Companies in the Label Adhesives market include

- AVERY DENNISON CORPORATION
- UPM Raflatac
- HERMA Company
- Henkel AG & Co
- KGaA
- B. Fuller Company
- 3N

- Bostik
- · Pacific Adhesives Inc.
- Ashland
- LINTEC Corporation
- Dow
- Jubilant Industries Ltd.
- OKILSATO
- Illinois Tool Works Inc.

# **Label Adhesives Industry Developments**

May 2021: Herma, a German self-adhesive technology specialist, launched 52W, a new wash-off label adhesive developed especially for PET bottles.

March 2021: Label makers Group acquired Rapid Labels, a supplier and printer of self-adhesive label products. The company has its customer base in the pharmaceutical, nutraceutical, and FMCG segments, making it an attractive market. This acquisition will enable Label makers to move into the nutraceuticals business.

**June 2023:** Huhtamaki Oyj, a Finnish packaging company, announced the launch of its new line of recyclable label adhesives. These adhesives are designed to meet the growing demand for sustainable packaging solutions.

# **Label Adhesives Market Segmentation**

# **Label Adhesives Type Outlook**

- Permanent
- Removable
- Freezer
- High Temperature
- Repositionable

## **Label Adhesives Technology Outlook**

- Water Based
- Hot Metal Based
- Solvent Based

# **Label Adhesives Substrate Type Outlook**

- Polyethylene Terephthalate (PET)
- Metal Container
- Polyolefin Bottle

# **Label Adhesives Regional Outlook**

- North America
  - US
  - Canada
- Europe
- Germany
- France
- UK

- Italy
- Spain
- Rest of Europe
- Asia-Pacific
  - China
  - Japan
  - India
  - Australia
  - South Korea
  - Australia
  - · Rest of Asia-Pacific
- · Rest of the World
  - Middle East
  - Africa
  - Latin America

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