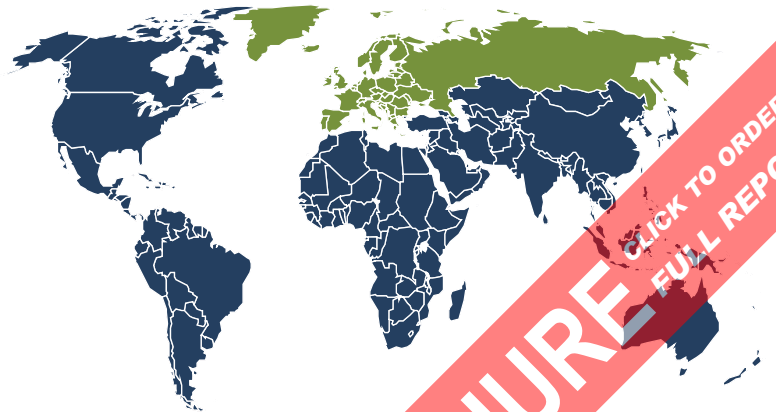




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# Pressure Sensitive Tapes: Europe

June 2021



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# About This Report

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## Scope

This report forecasts to 2025 pressure sensitive tape demand and production in square meters in Europe. Total demand is segmented by product in terms of:

- carton sealing tape
- masking tape
- double-sided tape
- adhesive transfer tape
- other products such as duct tape, electrical tape, and medical tapes

Total demand is also segmented by market as follows:

- packaging and shipping
- manufacturing
- building and construction
- consumer and office
- other markets such as automotive aftermarket, healthcare and medical, and warehouses

To illustrate historical trends, total demand is provided in annual series from 2010 to 2020; production and the various segments are reported at five-year intervals for 2010, 2015, and 2020.

Included in the scope of this report are single- and double-coated tapes. Excluded from the scope of this report are water-activated/gummed, heat-activated, and other non-pressure sensitive tapes; related pressure sensitive items such as adhesive bandages and medical patches, pipeline tapes, contact papers, and protective films; and PSA labels. Also excluded are electronic tapes used for “masking” functions in electronic components and production operations. Please note that pressure sensitive medical tapes are included.

For markets, a given tape is included in the application in which it is used. For example, manufacturing tapes include PSA tapes that are used in joining, sealing, protecting, and mounting various components. When this product is packaged for sale (such as an appliance being placed in a box), this is considered to be the packaging and shipping market.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## About This Report

For the purposes of this report, Europe encompasses the following countries:

**Table 6 | Countries in Western Europe**

Andorra	Germany*	Italy*	Portugal
Austria	Gibraltar	Jersey	Saint Pierre and Miquelon
Belgium	Greece	Liechtenstein	San Marino
Channel Islands	Greenland	Luxembourg	Spain*
Denmark	Guernsey	Malta	Sweden
Faeroe Islands	Iceland	Monaco	Switzerland
Finland	Ireland	Netherlands	United Kingdom*
France*	Isle of Man	Norway	Vatican City

Note: \*Major pressure sensitive tape markets.

Source: The Freedonia Group

**Table 7 | Countries in Eastern Europe**

Albania	Hungary	Romania
Belarus	Latvia	Russia*
Bosnia and Herzegovina	Lithuania	Serbia
Bulgaria	Macedonia	Slovakia
Croatia	Moldova	Slovenia
Czech Republic	Montenegro	Ukraine
Estonia	Poland*	

Note: \*Major pressure sensitive tape markets.

Source: The Freedonia Group

## Sources

*Pressure Sensitive Tapes: Europe* (FE30022) is based on *Global Pressure Sensitive Tapes*, a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group

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- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

**Table 8 | HS Codes Related to Pressure Sensitive Tape**

HS Code	Definition
391910	Plates, sheets, film, foil, tape, strips, other flat shapes thereof; self-adhesive, in rolls of a width not exceeding 20cm
391990	Plates, sheets, film, foil, tape, strips, other flat shapes thereof; self-adhesive, other than in rolls of a width not exceeding 20cm
481141	Paper and paperboard; self adhesive, in rolls or sheets, other than goods of heading no. 4803, 4809, or 4810
590610	Textile fabrics, rubberized; (excluding those of heading no. 5902), adhesive tape of a width not exceeding 20cm

Source: United Nations Statistics Division

**Table 9 | NACE Codes Related to Pressure Sensitive Tape**

NACE Code	Definition
17.29	Manufacture of other articles of paper and paperboard
22.22	Manufacture of plastic packing goods

Source: European Commission

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most

## About This Report

accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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## Resources

### The Freedonia Group

*Global Pressure Sensitive Tapes*

### Freedonia Industry Studies

*Corrugated & Paperboard Boxes*

*Fresh Produce Packaging*

*Global Adhesives & Sealants*

*Global Architectural Paint*

*Global Corrugated Boxes*

*Global Disposable Medical Supplies*

*Global Paint & Coatings*

*Global Thermoplastic Elastomers*

*Labels*

*Meat, Poultry, & Seafood Packaging*

*Medical Device Packaging*

*Nonwovens*

*Pharmaceutical Packaging*

*Plastic Film*

*Protective Packaging*

### Freedonia Focus Reports

*Adhesives & Sealants: United Kingdom*

*Corrugated Boxes: United States*

*COVID-19 Market Impact Analysis*

*E-Commerce: United States*

*Frozen Food Packaging: United States*

*Global Demographics*

*Global Macroeconomy*

*Healthcare: United States*

*Labels: United States*

*Manufacturing: United States*

*Meat Packaging: United States*

*Packaging: United States*

*Paint & Coatings: Europe*

*Polypropylene: United States*

*Polyvinyl Chloride: United States*

*Poultry Packaging: United States*

*Thermoplastic Elastomers: United States*

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### **Trade Publications**

*Adhesives & Sealants Industry*

*Assembly Magazine*

*Automotive News*

*Chemical & Engineering News*

*Chemical Week*

*ICIS Chemical Business*

*Medical Device & Diagnostic Industry*

*Nonwovens Industry*

*Packaging Digest*

*Packaging Strategies*

*Packaging World*

*Paint & Coatings Industry*

*Plastics News*

*PlasticsToday*

### **Agencies & Associations**

Adhesive and Sealant Council

European Adhesive Tape Association (AFERA)

Eurostat

International Monetary Fund

Organisation for Economic Co-operation and Development

Pressure Sensitive Tape Council

United Nations Statistics Division

World Bank