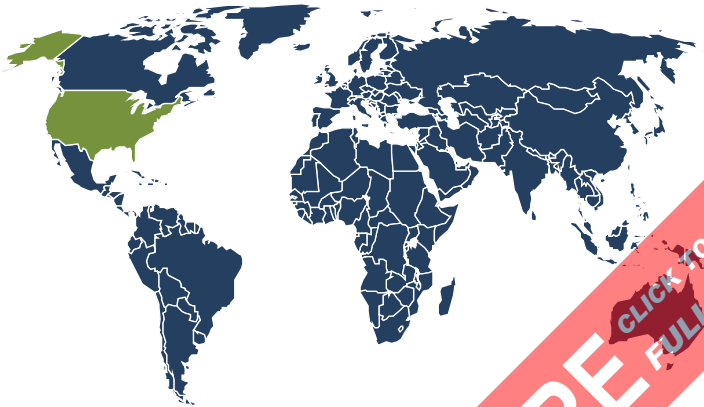




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Labels: United States

November 2017



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About This Report

Scope & Method

This report forecasts US label demand in nominal US dollars at the manufacturers' level to 2021. Total demand is segmented by application method in terms of:

- pressure sensitive labels
- heat-shrink and stretch sleeve labels
- glue-applied labels
- other labels such as IMLs, heat transfers, non-shrink wraparounds, heat-seals, gummed, and foam

Excluded from the report are:

- adhesive notes (e.g., 3M's **Post-it** notes)
- adhesive-backed envelopes
- cloth and woven labels (e.g., garment labels)
- decorative pressure sensitive tapes
- graphic films
- electronic article surveillance (EAS) tags (although the labels used in conjunction with EAS tags are covered)
- label/form combinations
- labels printed directly onto containers without the use of an intervening substrate
- postage stamps issued by the US Postal Service (however, blank labels for postage meters and online purchases of postage are included)
- rigid metal labels
- tags
- unprinted shrink neckbands

Total demand is also segmented by market as follows:

- primary packaging
- secondary
- industrial
- mailing and shipping

About This Report

- decorative
- other markets such as home and institutional office labels

To illustrate historical trends, total demand is provided in annual series from 2006 to 2016; shipments and the various segments are reported at five-year intervals for 2006, 2011, and 2016.

This report 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.

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.

Sources

Labels: United States (FF30023) is based on *Labels Market in the US*, 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 including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- 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 7 | Industry Codes Related to Labels

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
322221	Coated and Laminated Packaging Paper Mfg	2671	Packaging Paper and Plastics Film, Coated and Laminated
322222	Coated and Laminated Paper Mfg	2672	Coated and Laminated Paper, NEC
323110	Commercial Lithographic Printing	2752	Commercial Printing, Lithographic
333993	Packaging Machinery Mfg	3565	Packaging Machinery

Source: US Census Bureau

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Resources

The Freedonia Group

Labels Market in the US, November 2017

Freedonia Industry Studies

Global Pharmaceutical Packaging Markets, December 2017

Stretch & Shrink Film Market in the US, September 2017

Pharmaceutical Packaging in the US, June 2017

Global Labels Market, January 2017

World Pressure Sensitive Tapes, October 2016

Food Containers: Rigid & Flexible, February 2016

Pressure Sensitive Tapes, December 2015

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World Labels

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Paper, Film & Foil Converter

Plastics News

Agencies & Associations

Bureau of Labor Statistics

FINAT

Flexographic Technical Association

Printing Industries of America

United States Census Bureau

United States International Trade Commission

United States Postal Service