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Global Pressure Sensitive Tapes

June 2021



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About This Report

Scope

This report forecasts to 2025 global demand for pressure sensitive tape by product, market, and major world region in square meters. Product segments include:

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

Reported markets encompass:

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

Major world regions include North America, Western Europe, Asia/Pacific, and all other regions.

To illustrate historical trends, world, product, market, and regional demand (including product and market segments) are provided for 2010, 2015, and 2020. Finally, global production is segmented by major world region and provided for 2010, 2015, 2020, and 2025.

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.

About This Report

Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Global Pressure Sensitive Tapes (FW30022) is based on 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 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 10 | NAICS & SIC Codes Related to Pressure Sensitive Tape

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
313230	Nonwoven Fabric Mills	2297	Nonwoven Fabrics
322220	Paper Bag and Coated and Treated Paper Manufacturing	2672	Coated and Laminated Paper, NEC
325520	Adhesive Mfg	2891	Adhesives and Sealants
339113	Surgical Appliance and Supplies Mfg	3842	Orthopedic, Prosthetic, and Surgical Appliances and Supplies

Source: US Census Bureau

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Table 11 | 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

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 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)

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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

Converted Flexible Packaging

Corrugated & Paperboard Boxes

Food Packaging

Fresh Produce Packaging

Global Adhesives & Sealants

Global Architectural Paint

Global Corrugated Boxes

Global Disposable Medical Supplies

Global Paints & Coatings

Global Thermoplastic Elastomers

Labels

Meat, Poultry, & Seafood Packaging

Medical Device Packaging

Nonwovens

Pharmaceutical Packaging

Plastic Film

Protective Packaging

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Corrugated Boxes: United States

Frozen Food Packaging: United States

Global Labels

Meat Packaging: United States

Paints & Coatings: United States

Polyvinyl Chloride: United States

Poultry Packaging: United States

Thermoplastic Elastomers: United States

Freedonia Custom Research

Trade Publications

Adhesives & Sealants Industry

Assembly Magazine

Automotive News

Chemical & Engineering News

Chemical Week

About This Report

ICIS Chemical Business

Medical Device & Diagnostic Industry

Nonwovens Industry

Packaging Digest

Packaging Strategies

Packaging World

Paint & Coatings Industry

Plastics News

PlasticsToday

Agencies & Associations

European Adhesive Tape Association (AFERA)

Eurostat

International Monetary Fund

Organisation for Economic Co-operation and Development

Pressure Sensitive Tape Council

United Nations Statistics Division

United States Census Bureau

World Bank