



Freedonia Focus Reports
World Collection

World Labels

January 2017



Highlights

World Overview and Forecasts

Demand by Application Method | Demand by Market

Regional Segmentation and Forecasts

Regional Demand Overview | North America | Western Europe | Asia/Pacific
Other Regions

Industry Structure

Industry Composition and Characteristics | Companies Cited

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ABOUT THIS REPORT

Scope & Method

This report forecasts total world demand in 2020 for labels by application method, market, and major world region in square meters. Application method segments include:

- pressure sensitive
- glue-applied
- other application methods such as stretch sleeve, heat-shrink, and in-mold.

The terms “pressure sensitive” and “self-adhesive” are used interchangeably in this report, as are the terms “plastic” and “filmic”; and “glue-applied” and “wet glued”. In the context of this report, labels are defined as any flexible material adhered to an object to indicate contents, pricing, ownership, directions, instructions, destinations, ratings, or other information. Decorative decals and stickers are also included. However, this report excludes all cloth and woven labels (eg, garment labels), as well as labels printed directly on containers without the use of an intervening substrate. Also excluded are adhesive notes, tags, nameplates, decorative pressure sensitive tapes, graphic films, electronic article surveillance tags, postage stamps, and unprinted shrink neckbands.

Reported markets encompass:

- food
- beverages
- chemicals
- pharmaceuticals
- durable goods
- other markets such as mailing and shipping, secondary labeling, and home and office labels.

Major world regions include North America, Western Europe, Asia/Pacific, and all other regions. Demand by application method and market segment is also forecast for each major world region. To illustrate historical trends world, application method, market, and regional demand (including application method and market segments) are provided for 2010 and 2015.

This report quantifies trends in terms of compound annual growth rates (CAGRs), which, by definition, employ in their calculation only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the trend beginning in the base year and ending in the forecast year. Forecasts are developed via the identification and analysis of pertinent statistical relationships and other historical trends and events, as well as their expected impact over the forecast period. Readers are

encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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

World Labels (FW30023) is based on [a comprehensive industry study](#) published by The Freedonia Group in January 2017. 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 industry 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

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
313221	Narrow Fabric Mills	2241	Narrow Fabric and Other Smallware Mills:
322221	Coated and Laminated Packaging Paper Mfg	2671	Cotton, Wool, Silk, and Manmade Fiber 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

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RESOURCES

The Freedonia Group

www.freedoniagroup.com

3486 Global Labels Market, January 2017

[see study contents](#)

Related Industry Studies

3447 World Pressure Sensitive Tapes, October 2016

[see study contents](#)

3406 World Wine Packaging: Containers, Closures, & Accessories, July 2016

[see study contents](#)

3361 Pressure Sensitive Tapes, December 2015

[see study contents](#)

3339 World Corrugated Boxes, November 2015

[see study contents](#)

3333 Converted Flexible Packaging, October 2015

[see study contents](#)

3308 Wine Packaging, August 2015

[see study contents](#)

Related Focus Reports

Beverages: United States

[see report contents](#)

Caps & Closures: United States

[see report contents](#)

Corrugated & Paperboard Boxes: United States

[see report contents](#)

Labels: United States

[see report contents](#)

Packaging: United States

[see report contents](#)

Pharmaceutical Packaging: United States

[see report contents](#)

Processed Food: United States

[see report contents](#)

World Pressure Sensitive Tapes

[see report contents](#)

Freedonia Custom Research

[see capabilities](#)

Trade Publications

Adhesives & Sealants Industry (USA)

www.adhesivesmag.com

Label & Narrow Web (USA)

www.labelandnarrowweb.com

Labels & Labeling (United Kingdom)

www.labelsandlabeling.com

Packaging Digest (USA)

www.packagingdigest.com

Paper, Film & Foil Converter (USA)

http://pffc-online.com

Pulp and Paper Online (USA)

www.pulpandpaperonline.com

Agencies & Associations

Eurostat

<http://ec.europa.eu/eurostat>

FINAT

www.finat.com

International Monetary Fund

www.imf.org

The Japan Federation of Label Printing Industries

www.seal.gr.jp

Organisation for Economic Co-operation and Development

www.oecd.org

Printing and Printing Equipment Industries Association of China

www.printchina.com

Printing Industries of America

www.printing.org

Tag and Label Manufacturers Institute

www.tlmi.com

World Bank

www.worldbank.org

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