Industrial Labels Market by Type (Warning, Branding, Others), Mechanism (Pressure Sensitive, Glue-applied, others), Industry (Transportation, Consumer Durables, Others), Printing Technology, Identification Technology - Forecast to 2020

Description:
Industrial labels have become a promising media to convey the necessary product-related information such as the product's origin, shelf-life, disposal, etc. to end consumers and to enhance the visibility of product in the marketplace to gain an edge over other products in the same category. This has led to the wide adoption of industrial labels by end users worldwide for different applications. Label manufacturers can easily customize the shape & size and provide the industry user with additional features as per the product requirements. The concern of product manufacturers regarding the issue of counterfeits has also resolved to a great extent with the use of bar codes and RFID-enabled industrial labels. Product manufacturers are keen to implement anti-counterfeiting techniques and/or tamper-evident sealing techniques with the help of unique markings or codes on labels.

Industrial labels such as chemical-resistant labels, equipment asset tags, and product identification tags possess anti-counterfeiting features and are well-equipped with tracking & tracing technology that help manufacturers in keeping track of incoming ingredients & materials, internal processing & packaging, and outgoing shipments of finished products to retailers.

The industrial labels market is estimated to reach a market value of USD 51.0 billion by 2020. Industrial labels find maximum utility in transportation & logistics, consumer durables, automotives, and construction industries. Industry users demand industrial labels that are not only aesthetically pleasing but also capable to withstand harsh environment conditions such as high temperature, moisture, and abrasions. Label manufacturers also focus on developing end-user oriented labelling solutions to comply with the growing industry demand.

Market leaders in the industry have a diversified labelling solutions portfolio, capital available for extensive research & development, and the financial strength to sustain them. Since the production of industrial labels requires a large space and expensive equipment, new entrants find it hard to compete against established players. New product launches and expansions are the key strategies adopted by market players to expand their business in the industrial labels market.

The key players in the industrial labels market include Avery Dennison Corporation (U.S.), CCL Industries, Inc. (Canada), Brady Corporation (U.S.), 3M (U.S.), Cenveo Inc. (U.S.), Fuji Seal International Inc. (Japan), Saint Gobain SA (France), Henkel AG & Co. (Germany), H.B. Fuller Co. (U.S.), and FLEXcon Company (U.S.).
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