North American Packaging Tape Printing Market by Product Type, Material, Printing Ink & Mechanism - Forecast to 2020

Description:

"North American Packaging Tape Printing Market by Product Type (Hot Melt, Acrylic Based), Material (Polypropylene, PVC), Printing Ink (Water Based, UV-Curable), Mechanism (Digital, Flexography), End-user (Food & Beverages, Consumer Durables) - Forecast to 2020"

Printing on the packaging tapes highlights the company's name and logo, enables ease of stock handling and identification, enhances the visibility of product, and safeguards the merchandise during transit. It also makes the product visually appealing, thereby resulting in instant recognition of the packages. The report aims at estimating the market size and future growth potential of the North American packaging tape printing market across different segments such as product type, material, printing ink, mechanism, end-user industry, and country. The base year considered for the study is 2014 and the market size is projected from 2015 to 2020. The growth of the market has continued to remain robust with a significant number of brand owners harnessing the printing technology in packaging tapes.

The research methodology used to estimate and forecast the North American packaging tape printing market begins with capturing data on key vendor revenues through secondary research. The vendor offerings are also taken into consideration to determine the market segmentation. The bottom-up procedure was employed to arrive at the overall market size of the North American packaging tape printing market from the revenue of the key players in the market. After arriving at the overall market size, the total market was split into several segments and subsegments, which are then verified through primary research by conducting extensive interviews with key people such as CEOs, VPs, Directors, and executives. Data triangulation and market breakdown procedures were employed to complete the overall market engineering process and arrive at the exact statistics for all segments and subsegments.

The North American packaging tape printing market is dominated by key players such as Quad/Graphics Inc., Hewlett-Packard Development Company, L.P., Xerox Corporation, E.I. du Pont de Nemours and Company, and RR Donnelley & Sons. Other players such as Canon U.S.A., Inc., FLEXcon Company, Inc., SIAT S.p.A, W.S. Packaging Group, and Cenveo, Inc. accounted for a significant contribution in the printing market, which can be leveraged by the packaging tape printing industry to attain high growth in the near future.

Target audience
- North American packaging tape printing manufacturers, traders, and distributors
- Raw material suppliers
- North American packaging tape printing importers and exporters
- North American packaging tape printing suppliers
- Government and research organizations
- Associations and industry bodies
- Regulatory bodies
- End users such as manufacturers of food & beverages, consumer durables, and transportation & logistics

Scope of the Report

The research report segments the North American packaging tape printing market into the following submarkets:

By Product Type:
- Hot melt carton sealing tape
- Acrylic carton sealing tape
- Natural rubber carton sealing tape

By Mechanism:
- Flexography
- Lithography
- Digital printing
- Screen printing
- Gravure
- Others (Letterpress, Offset)

By Material:
- Polypropylene
- Polyvinyl chloride
- Others (Polyethylene, Polyamide, and others)

By Printing Ink:
- Water-based ink
- UV-curable ink
- Solvent-based ink

By End-user Industry:
- Food & beverages
- Consumer durables
- Transportation & logistics
- Others (Construction, Health Care, Cosmetics & Toiletries, and others)

By Country:
- U.S.
- Canada
- Mexico

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