
Description:
Labels play an important part in the marketing of a product, product identification, brand promotion and logistics; thus representing as the key element of the packaging in all industries. The design of the labels on the package reflects the brand's message and the brand identity.

The Global Print Label Market is estimated to witness moderate growth to reach $43.57 billion by the end of year 2020 at a CAGR of 5.91% over the forecasted period (2015-2020). Changing needs of buyers, greater acceptance of color digital printing, demand for more personalized offerings are going to drive the market. In 2015, pressure sensitive or self-adhesive labels will constitute the largest market share, as they are one of the most versatile labels available in the market. Of all the Print Label technologies, Digital Printing will witness highest growth over the forecast period due to its cost-effectiveness and professional high-quality printing in industrial size digital press.

Asia Pacific will dominate the market, followed by North America and Europe. Flexography is the most common print process but the advanced digital methods are growing at a faster rate, seizing the market share. The uses of print labels aren't restricted to just one industry and vary from FMCG industry, Healthcare, Manufacturing, Agriculture, Fashion to Automotive and others. The integration of digital technology with the existing label printing technique is bound to bring a huge change to all the small-scale as well as large-scale sectors.

Global Print Label Market report has been segmented based on Print Technology and Label Type and examines the overall marketplace for Global Print Label Market discussing in detail about the Drivers and Restraints of the market, and growth prospect of the industry across the industrial segments across the geographies i.e. North America, Asia Pacific, Europe and Rest of the World. This report consists of study on major companies that provide Green Packaging solutions, such as; Fort Dearborn, Mondi Group, Munksjo Group, Autajon Group, Avery Dennison, CCL Industries, RR Donnelley and others.

Market Definition for Global Print Label Market along with identification of key Drivers and Restraints for the market. > Market analysis for the Global Print Label Market, with region specific assessments and competition analysis on a global and regional scale. > Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a global and regional scale. > Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares. > Identification and analysis of the Macro and Micro factors that affect the Global Print Label Market on both global and regional scale. > A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

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