The Self-adhesive Label Market in Central / Eastern Europe

Description: This report is a comprehensive update of the existing multi-client report published by Labels & Labelling Consultancy in April 2001. In 2004, there was a major EU enlargement - ten new countries joining the EU (eight of which are located in Central / Eastern Europe - Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia, Slovenia).

This is having a major impact on many aspects of business and life in general across the EU, not least in retailing, distribution logistics / supply chains and also product related crime (eg: counterfeiting). All of these changes are highly significant for labels in particular and packaging in general. The market for self-adhesive labels in Central / Eastern Europe rose to around 380 million sq. metres p.a in 2002 and continues to grow at over 20% annually (with growth of all types of label running at some 8% annually).

The enlarged EU is bringing a period of strong sustainable growth to the European Label market. There are now outstanding business opportunities in the region and many companies are wisely already gearing up - 2,500 Eastern European printers and converters attended Labelexpo 2003 (up from around 300 at the previous event).

Topics to be covered:

- Self-adhesive label and labelstock markets – Materials (paper, films, synthetics) and finished labels – Overview of Central / Eastern Europe with individual Chapters for each country (Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia, Slovenia)

- International trading patterns, imports / exports – Within the EU by country, outside EU – labels and labelstock materials

- Driving Forces in the Central / Eastern European Label industry - EU enlargement, industry consolidation, international aid to investment packages, retail trends, trends in packaging configurations / materials, product / prime labels, variable information printing – VIP labels, consumer trends, changing lifestyle and consumer behaviour - demographics, brand protection, counterfeit deterrence and other product related security requirements

- End-usage - Market share and growth trends by country – Food & Drinks, Toiletries & Cosmetics, Health & Beauty, Pharmaceuticals & Healthcare products, Household products, Other (incl. Industrial / DIY / Automotive)

- Structure of the label / labelstock industry – Profiles of leading Central / Eastern European label converters and labelstock laminators. Who owns whom

- Narrow web printing presses – Growth trends and evolution of Market share – by installed base and by annual sales by printing process and by press builder

- Opportunities for Labelstock, Labels and other raw materials suppliers (added value solutions, supply chain and logistics aspects). Opportunities for label press and equipment suppliers. Opportunities for End-Users (brand owners, retailers)

- Future trends, growth forecasts for self-adhesive labels and labelstock materials for each country across Central / Eastern Europe

Who should buy this report:

- Packaging converters
- Label converters
- Raw materials suppliers
- Packaging / labels equipment suppliers
- Brand owners and investors
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Method & Structure of the Report

Background

Objective

Who should read this report?

Scope of the Report
-Geographical Scope - Central / Eastern Europe
-Technological Scope
-Self-adhesive Label Application Types
-End-user Markets

Summary of Key Findings

Label Industry Structure in Central/Eastern Europe

Driving Forces

The Countries - Poland, Hungary, Czech Republic, Slovakia, Baltic States (Estonia, Latvia, Lithuania), Slovenia.

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