

**Adhesive Tape Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Resin (Acrylic, Rubber, Silicone, Others), By Technology (Water Based, Solvent Based, Hot Melt Based), By Application (Packaging, Masking, Healthcare, Automotive, Others), By Region and Competition**

Market Report | 2023-11-07 | 184 pages | TechSci Research

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**Report description:**

Global Adhesive Tape Market has valued at USD80.42 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 4.91% through 2028. Backing materials coated with an adhesive, commonly known as adhesive tape, are versatile and widely used. These tapes consist of materials such as paper, plastic, cloth, metal, or foam, which are coated on one or both sides with an adhesive. Adhesive tapes come in various types, including commodity adhesive tapes and specialty adhesive tapes. Commodity adhesive tapes, such as packaging, masking, and consumer and office tapes, are commonly used in everyday applications. On the other hand, specialty adhesive tapes are designed for specific purposes and find applications in industries like healthcare, electrical & electronics, automotive & transportation, white goods, paper & printing, building & construction, and retail.

Adhesive tapes offer a convenient alternative to traditional fasteners, screws, or welding for bonding or joining objects together. By using adhesive tapes, you can simplify production processes and work with lower-temperature applications. Additionally, adhesive tapes provide surface protection without the need for fasteners or screws, which can potentially damage the surface. Compared to messy and time-consuming liquid adhesives that require spraying or rolling, adhesive tapes offer a more efficient option, especially for automated product production.

The market for adhesive tapes is expected to witness significant growth due to their increasing application in various end-use industries. Industries such as packaging, masking, consumer & office, electrical & electronics, healthcare, automotive, white goods, paper & printing, building & construction, retail, and others rely on adhesive tapes for diverse purposes. In particular, the electrical and electronics industry is experiencing a surge in the use of adhesive tapes as the demand for flatter and microelectronic devices continues to rise. Moreover, the healthcare & hygiene sector is expected to exhibit the fastest growth rate

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in the adhesive tapes market during the forecast period, driven by the rising demand from healthcare industries.

For adhesive tape manufacturers, pricing and raw material availability are critical factors in determining the cost structure of their products. Raw materials like rubber, acrylic, silicone, paper, polypropylene (PP), polyvinyl chloride (PVC), adhesives, and release liners are essential components of adhesive tapes. However, as most of these raw materials are petroleum-based derivatives, their prices are susceptible to volatility in the commodity market. Furthermore, the global trend of replacing traditional fastening techniques with adhesives, such as bolts, screws, and rivets, is propelling the growth of the adhesive tapes market. This presents a lucrative growth opportunity for manufacturers operating in this sector.

#### Key Market Drivers

##### Growing Demand of Adhesive Tape from Healthcare Industry

Adhesive tapes play a vital role in the healthcare industry by providing essential functions in various applications. They are extensively used in wound dressing to secure and protect wounds, ensuring proper healing. Additionally, adhesive tapes are crucial in securing intravenous (IV) lines, preventing dislodgement and ensuring continuous delivery of medication or fluids. Furthermore, these tapes are indispensable in surgical procedures, providing secure and reliable closures for incisions.

The demand for adhesive tapes in the healthcare industry has witnessed a substantial increase due to a combination of factors. The ongoing COVID-19 pandemic has significantly contributed to the surge in demand for medical supplies, including adhesive tapes. The need to ensure proper hygiene and infection control measures has led to an increased usage of adhesive tapes in various healthcare settings. Moreover, the rising incidence of chronic diseases, coupled with the aging population, has further propelled the demand for adhesive tapes in wound care management and long-term medical treatments.

Innovation and research & development (R&D) activities in adhesive technologies have been instrumental in driving the growth of the adhesive tape market in the healthcare sector. Manufacturers are investing in R&D to develop advanced adhesive solutions that meet the specific requirements of healthcare applications. For instance, there has been a focus on developing skin-friendly adhesive tapes that are hypoallergenic, minimizing the risk of adverse reactions. Additionally, advancements in adhesive technology have led to the introduction of tapes that offer superior adhesion while being gentle on the skin. For example, 3M has introduced a silicone-based, repositionable tape that provides secure adhesion but can be easily removed without causing pain or skin damage.

In conclusion, the growing demand for adhesive tapes from the healthcare industry serves as a significant driver of the global adhesive tape market. As the healthcare sector continues to evolve and expand, the need for advanced, reliable, and safe adhesive solutions will also increase. This presents ample growth opportunities for the adhesive tape market, encouraging further innovation and development of adhesive technologies tailored to meet the evolving needs of the healthcare industry.

##### Growing Demand of Adhesive Tape from Packaging Industry

Adhesive tapes play a crucial role in the packaging industry, serving multiple functions that are vital for ensuring the integrity and security of packaged goods. They not only provide reliable box sealing, but also contribute to pallet unitizing and bundling items, offering a comprehensive packaging solution. Moreover, these versatile tapes find applications across various packaging types, including retail, transport, and industrial packaging, among others, catering to a wide range of industry needs.

The growing demand for adhesive tapes in the packaging industry can be attributed to several factors. One of the key drivers is the exponential rise in e-commerce, fueled by the increasing trend of online shopping, especially in the wake of the COVID-19 pandemic. As more consumers turn to online platforms for their shopping needs, the need for efficient and secure packaging materials, including adhesive tapes, has witnessed a significant surge.

In addition to the e-commerce boom, advancements in adhesive technology have revolutionized the quality and performance of adhesive tapes. These technological advancements have led to the development of tapes with superior bonding strength, enhanced durability, and increased resistance to environmental factors. As a result, these tapes have become more appealing for packaging applications, ensuring that packaged goods remain securely sealed and protected throughout their journey.

In conclusion, the rising demand for adhesive tapes from the packaging industry is a significant driving force behind the growth of the global adhesive tape market. As the packaging sector continues to evolve, with a growing emphasis on sustainability and efficiency, the need for innovative, durable, and eco-friendly adhesive solutions becomes increasingly paramount. This presents numerous opportunities for the adhesive tape market to further expand and cater to the evolving needs of the packaging industry, ensuring the safe and reliable transportation of goods while minimizing environmental impact.

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## Key Market Challenges

### Volatility in Cost of Raw Materials

The production of adhesive tapes involves a wide range of raw materials, including adhesives, resins, rubber, and various types of backing materials. Each of these materials contributes to the overall quality and performance of the adhesive tapes.

When there are fluctuations in the prices of these raw materials, it directly impacts the manufacturing cost of adhesive tapes. As reported by Industry Arc, the volatility in raw material prices is one of the major challenges faced by the adhesive tapes market. Manufacturers are compelled to adjust their pricing strategies in response to these fluctuations, which can potentially influence consumer buying behavior.

There are several factors that contribute to the volatility in the cost of raw materials. Regional supply and demand variations, production outages, currency fluctuations, and even the overall GDP growth of a region can have a significant impact on raw material prices.

Moreover, the ongoing global supply chain disruptions have further exacerbated the challenge. The tightness in raw material availability has affected not only the adhesive and sealants industry but also various other sectors that rely on these materials. This underscores the importance of effective supply chain management and strategic planning in mitigating the impact of raw material price fluctuations.

In conclusion, the production of adhesive tapes is a complex process that is influenced by multiple factors, including the availability and cost of raw materials. Manufacturers in this industry need to closely monitor and adapt to the ever-changing market conditions to ensure sustainable growth and success.

### Key Market Trends

#### Growing Demand of Sustainability and Eco-friendly Tapes

Sustainable adhesive tapes, which are made from bio-based or recycled materials, have gained significant popularity due to their reduced environmental impact. These eco-friendly tapes not only offer similar performance to traditional adhesive tapes but also contribute to a significantly lower carbon footprint.

In response to the growing demand for sustainable options, manufacturers have been focusing on creating adhesive tapes that are not only environmentally friendly but also easier to recycle. A prime example is tesa, a leading adhesive tape manufacturer, which has developed a range of tapes made from recycled or bio-based materials.

The increasing awareness about environmental issues and the harmful effects of plastic waste has been a key driver behind the rising demand for sustainable and eco-friendly adhesive tapes. Consumers and businesses alike are actively seeking greener alternatives, leading to a shift in consumer behavior.

Moreover, governments worldwide are implementing stricter regulations concerning non-renewable resources and waste management. These regulations are pushing industries, including the adhesive tape market, to adopt more sustainable practices. The shift towards sustainability is not only impacting the adhesive tape market but also driving manufacturers to invest in research and development (R&D) for creating more eco-friendly adhesive solutions. This trend is not just influencing production processes but also shaping the future of the adhesive tape market.

To summarize, the growing demand for sustainability and eco-friendly tapes is a significant and prevailing trend in the global adhesive tape market. As environmental concerns continue to shape consumer behavior and regulatory landscapes, the focus on developing and promoting sustainable adhesive solutions will only intensify, offering new and exciting opportunities for growth in the adhesive tape market.

### Segmental Insights

#### Resin Insights

Based on the category of resin, the acrylic segment emerged as the dominant player in the global market for Adhesive Tape in 2022. Acrylic resin, a commonly used adhesive material in adhesive tapes, offers exceptional properties for a variety of surfaces. Its strong initial tack and adhesion make it ideal for bonding plastics, metals, glass, and paper. Not only does it provide excellent resistance to ultraviolet (UV) radiation, weathering, and aging, but it also exhibits remarkable durability in outdoor applications. With the ability to withstand extreme temperature ranges, from freezing cold to scorching heat, it retains its adhesive properties without compromise. Moreover, its chemical resistance makes it a reliable choice for applications involving exposure to chemicals. Additionally, its transparency ensures unobstructed visibility when used in clear tapes, allowing for seamless integration. Thanks

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to its fast bonding time, it facilitates quick assembly and bonding of materials, providing efficiency and convenience in various industries.

#### Application Insights

The packaging segment is projected to experience rapid growth during the forecast period. Packaging tapes are essential tools for logistics and shipping purposes. They play a crucial role in ensuring that products and parcels are securely bundled and safeguarded during transit. With their exceptional durability, packaging tapes can withstand the rigors of transportation, including jostling, stacking, and exposure to varying temperatures. This makes them indispensable in the packaging industry.

Not only are packaging tapes used to wrap and secure items like gifts, packages, and bundles, but they also provide a neat and secure packaging solution. The strong adhesive properties of packaging tape allow it to firmly hold different materials together, ensuring that the contents remain intact throughout the journey.

In addition to their primary function, packaging tapes can also be utilized for temporary repairs of torn paper, cardboard, or plastic items. When packing fragile items, packaging tape is often used to secure bubble wrap or other protective materials around them, providing an extra layer of cushioning to prevent breakage.

With their versatility and reliability, packaging tapes have become an indispensable asset for businesses and individuals alike, ensuring that items are delivered safely and securely to their intended destinations.

#### Regional Insights

Asia Pacific emerged as the dominant player in the Global Adhesive Tape Market in 2022, holding the largest market share in terms of both value and volume. This trend can be attributed to the growing preference for passenger cars as a means of comfortable transportation, reducing reliance on public transit. Moreover, the ongoing investments in infrastructure development, encompassing the construction of roads, bridges, airports, and buildings, are fueling the expansion of the market. Additionally, the surge in online shopping activities among consumers, opting to purchase a wide range of products and services online, is further bolstering the market growth. Furthermore, the increasing demand for cost-effective alternatives to traditional fastening and bonding methods, such as welding or mechanical fasteners, is playing a significant role in driving the market's upward trajectory.

#### Key Market Players

3M Company

Berry Global Inc.

DuPont de Nemours, Inc.

HB Fuller Company

Henkel AG & Co. KGaA

LINTEC Corporation

Lohmanh GmbH & Co. KG

NITTO DENKO CORPORATION

OJI Holdings Corporation

Sika AG

#### Report Scope:

In this report, the Global Adhesive Tape Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

□ Adhesive Tape Market, By Resin:

o Acrylic

o Rubber

o Silicone

o Others

□ Adhesive Tape Market, By Technology:

o Water Based

o Solvent Based

o Hot Melt Based

□ Adhesive Tape Market, By Application:

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o Packaging

o Masking

o Healthcare

o Automotive

o Others

? Adhesive Tape Market, By Region:

o North America

? United States

? Canada

? Mexico

o Europe

? France

? United Kingdom

? Italy

? Germany

? Spain

o Asia-Pacific

? China

? India

? Japan

? Australia

? South Korea

o South America

? Brazil

? Argentina

? Colombia

o Middle East & Africa

? South Africa

? Saudi Arabia

? UAE

? Kuwait

? Turkey

? Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Adhesive Tape Market.

Available Customizations:

Global Adhesive Tape Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

? Detailed analysis and profiling of additional market players (up to five).

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\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

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