

## **Global Label - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

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### **Report description:**

The Global Label Market size is estimated at USD 42.29 billion in 2024, and is expected to reach USD 53.71 billion by 2029, growing at a CAGR of 4.90% during the forecast period (2024-2029).

#### Key Highlights

- Labels have a considerable impact on customer purchasing decisions and play a vital part in brand marketing of the various products currently available on the market. Labels are often made of paper, plastic, cloth, or other material attached to a product. Labels contain general product information.
- Labels contribute to the packaging of food and consumer goods by giving functional qualities such as product identification, ingredient information, warning signs, and cautionary alerts, among other things. Labels are also important contributors to brand promotion because of their aesthetic aspect.
- With the rise of e-commerce, there is a greater demand for more environmentally friendly and effective packaging. This encourages customers to seek more environmentally friendly and appealing options, such as recyclable adhesives, liner-free labels, and clear film labels on clear substrates.
- The increased need for labels from major end-use industries such as food and beverages and the pharmaceutical business is projected to increase demand for labels. Pharmaceutical businesses are increasingly serializing, giving the label a significant competitive advantage in the pharmaceutical industry.
- The label market has remained relatively stable because of the growing need for food and pharmaceutical packaging during COVID-19. The COVID-19 epidemic, on the other hand, caused supply chain disruptions in a variety of end-user industries, including food and beverage, healthcare, and manufacturing.

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## Label Market Trends

### Food and Beverage End-User Segment is Expected to Drive Growth of Labels

- Labeling is expected to exhibit maximum adoption in the food and beverage industry due to the importance of the aesthetic value of packaging in the food and beverage sector. Packaging extends the product's shelf life and attracts new customers.
- Food label carries useful information about a product. It provides information like the name and description of the product, Net weight, Date mark, Ingredient list, Nutrition information panel, Allergy warning or Allergen declaration, Name and address, and Country of origin.
- Glue-applied labels are the highly rated form of label due to the rise of the food and beverage industry. In-mold labeling is carried out directly on the container's mold, reducing the need for a physical label structure. Because of its durability, affordability, 3D decorating potential, and recycling, this kind is predicted to develop the most in developed countries.
- In numerous growing regions, modern retail trade outlets such as supermarkets and convenience shops that sell a more significant choice of frozen food goods are becoming more prevalent as global economies improve. Frozen and packaged food items, in particular, have expanded considerably, according to the Organisation for Economic Co-operation and Development (OECD). In Germany 56% increase in customized packaged food sales year over year.
- According to Label Insight and the Food Marketing Institute, 86 percent of customers are concerned about transparency. At the same time, grocery shopping would place more faith in food producers and retailers that give comprehensive, easy-to-understand ingredient information.

### Asia Pacific is Expected to be the Fastest Growing Market

- The Asia-Pacific region has the largest population in the world. As consumer awareness of packaging grows, so does the demand for packaging in the food and beverage industry and the need for fast and high-quality labeling solutions. Increased growth in the industrial and manufacturing sectors is expected to lead to positive growth in China and India's label market.
- Many Asian companies are located locally, shipping their machines to other parts of the world, helping to increase market profits in these parts of the world. For example, A.H. Industries operates more than 1000 machines in the pharmaceutical industry in India, Bangladesh, Egypt, the Philippines, and Syria. Their wide range of machines, such as wet adhesive labeling machines, are widely used to label pharmaceutical machines and have applications in the pharmaceutical industry.
- In the Asia-Pacific region, China and India, in particular, dominate the market. Throughout the region, the impact of COVID 19 varies from country to country. The manufacturing and production of the packaging and labeling industry work only in certain countries where packaging contributes significantly to GDP.
- In addition, three major regional industry groups such as the Federation of Indian Chamber of Commerce (FICCI), the All Indian Food Processors Association, the US India Strategic Partnership Forum (USISPF), and major beverage makers such as PepsiCo, Coca-Cola, Nestle, Mondelez, and others consider the food and beverage manufacturing sector an "essential service" and call on the government to exempt lockdown restrictions from continuing production.

## Label Industry Overview

Global Label Market is fragmented, with intense competition among the vendors. The market has been witnessing continuous new entrants offering in Label Market. Due to these new entrants, existing companies are focusing on making product innovations to gain competitive advantage. Also, the companies are launching new product to interest their customer base.

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- April 2021 - Neenah, Inc. achieved nine verified U.S. Department of Agriculture (USDA) Certified Biobased Products in the durable label solutions lineup as further evidence of its commitment to sustainability efforts. With this third-party verification, various DISPERSA, ENDURA, and PREVAIL durable label and board products have earned the ability to display a unique USDA label highlighting their biobased content ranging from 68-99%.

**Additional Benefits:**

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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