

## **Automotive Labels Market, Opportunity, Growth Drivers, Industry Trend Analysis and Forecast, 2024-2032**

Market Report | 2024-08-01 | 270 pages | Global Market Insights

### **AVAILABLE LICENSES:**

- Single User \$4850.00
- Multi User \$5350.00
- Enterprise User \$8350.00

### **Report description:**

Automotive labels market size is estimated to register over 6.5% CAGR between 2024 and 2032, driven by the increasing need for compliance with regulatory standards and the strong demand for enhanced vehicle identification and safety. Automotive labels are essential for conveying critical information, such as safety warnings, product specifications, and compliance with regulatory requirements. For instance, in June 2024, SC Auto ID launched two new industrial printers, the MB241 and ML241P Series, designed for operational efficiency with easy media replacement and maintenance.

Automotive manufacturers use labels not only for functional purposes but also to enhance brand visibility and provide a premium look and feel. Customized and aesthetically appealing labels can contribute to the overall design and branding strategy of a vehicle, appealing to consumers while strengthening brand identity. As the automotive sector continues to focus on innovation and competitive differentiation, the demand for advanced, visually distinctive, and durable labels is expected to rise, further driving the market growth.

The industry is divided into technology, application, end user, and region.

Based on technology, the automotive labels market size from the QR codes segment is predicted to witness substantial growth through 2032. QR codes enable the embedding of extensive information within a small, scannable label, allowing consumers and technicians to access detailed product specifications, maintenance records, and safety instructions quickly and efficiently. This added functionality supports improved vehicle tracking, streamlined service processes, and enhanced customer engagement. Automotive labels market value from the track and trace application segment will record notable growth during 2024-2032, led by the strong need for enhancing supply chain transparency and product authentication. Automotive labels equipped with track and trace technologies enable real-time monitoring of components and vehicles throughout the supply chain to improve inventory management and reduce the risk of counterfeiting.

North America automotive labels industry size is anticipated to grow at a significant pace over 2024-2032. As regulations around vehicle safety, emissions, and recycling become more rigorous, automotive labels are increasingly used to provide essential compliance information and ensure adherence to these standards. Advancements in label technologies, such as the integration of QR codes and RFID for enhanced tracking and traceability, will drive regional market growth.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

### Report Content

#### Chapter 1 Scope and Methodology

- 1.1 Market scope and definition
- 1.2 Base estimates and calculations
- 1.3 Forecast parameters
- 1.4 Data sources
  - 1.4.1 Primary
  - 1.4.2 Secondary
    - 1.4.2.1 Paid sources
    - 1.4.2.2 Public sources

#### Chapter 2 Executive Summary

#### 2.1 Industry 360° synopsis, 2021 - 2032

#### Chapter 3 Industry Insights

- 3.1 Industry ecosystem analysis
- 3.2 Vendor matrix
- 3.3 Technology and innovation landscape
- 3.4 Patent analysis
- 3.5 Key news and initiatives
- 3.6 Regulatory landscape
- 3.7 Impact forces
- 3.8 Growth drivers
  - 3.8.1 Increasing emphasis on vehicle identification and safety
  - 3.8.2 Rising automotive production and sales
  - 3.8.3 Advancements in labeling materials and technologies
  - 3.8.4 Shift towards smart and connected vehicles
  - 3.8.5 Focus on branding and aesthetic appeal
- 3.9 Industry pitfalls and challenges
  - 3.9.1 Complex regulatory compliance
  - 3.9.2 Cost and operational efficiency pressures
- 3.10 Growth potential analysis
- 3.11 Porter's analysis
  - 3.11.1 Supplier power
  - 3.11.2 Buyer power
  - 3.11.3 Threat of new entrants
  - 3.11.4 Threat of substitutes
  - 3.11.5 Industry rivalry
- 3.12 PESTEL analysis

#### Chapter 4 Competitive Landscape, 2023

- 4.1 Company market share analysis
- 4.2 Competitive positioning matrix
- 4.3 Strategic outlook matrix

#### Chapter 5 Market Estimates and Forecast, By Technology, 2021 - 2032 (USD Million)

- 5.1 Key trends
- 5.2 Barcode
- 5.3 QR Code
- 5.4 RFID Tags

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 5.5 Others

### Chapter 6 Market Estimates and Forecast, By Application, 2021 - 2032 (USD Million)

#### 6.1 Key trends

#### 6.2 Branding

#### 6.3 Track and Trace

#### 6.4 Warning and Safety

#### 6.5 Asset Tracking

#### 6.6 Others

### Chapter 7 Market Estimates and Forecast, By End use, 2021 - 2032 (USD Million)

#### 7.1 Key trends

#### 7.2 Exterior Labels

#### 7.3 Interior Labels

#### 7.4 Engine Component Labels

#### 7.5 Others

### Chapter 8 Market Estimates and Forecast, By Region, 2021 - 2032 (USD Million)

#### 8.1 Key trends

#### 8.2 North America

##### 8.2.1 U.S.

##### 8.2.2 Canada

#### 8.3 Europe

##### 8.3.1 UK

##### 8.3.2 Germany

##### 8.3.3 France

##### 8.3.4 Italy

##### 8.3.5 Spain

##### 8.3.6 Rest of Europe

#### 8.4 Asia Pacific

##### 8.4.1 China

##### 8.4.2 India

##### 8.4.3 Japan

##### 8.4.4 South Korea

##### 8.4.5 ANZ

##### 8.4.6 Rest of Asia Pacific

#### 8.5 Latin America

##### 8.5.1 Brazil

##### 8.5.2 Mexico

##### 8.5.3 Rest of Latin America

#### 8.6 MEA

##### 8.6.1 UAE

##### 8.6.2 Saudi Arabia

##### 8.6.3 South Africa

##### 8.6.4 Rest of MEA

### Chapter 9 Company Profiles

#### 9.1 3M Company

#### 9.2 Advanced Labels NW

#### 9.3 Advantage Label and Packaging Inc.

#### 9.4 Asean Pack

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 9.5 Auto Labels and Graphics Inc.
- 9.6 Avery Dennison Corporation
- 9.7 Brady Worldwide Inc.
- 9.8 CILS International
- 9.9 Clarion Safety Systems
- 9.10 Dunmore Corporation
- 9.11 Grand Rapids Label Company
- 9.12 ImageTek Labels
- 9.13 Jet Label and Packaging Ltd.
- 9.14 Label-Aid Systems Inc.
- 9.15 Lewis Label Products
- 9.16 Lintec Corporation
- 9.17 Polyonics Inc.
- 9.18 Precision Contract Manufacturing
- 9.19 Resource Label Group LLC
- 9.20 Sika AG
- 9.21 Taylor Label, Inc.
- 9.22 Weber Packaging Solutions.

□

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Automotive Labels Market, Opportunity, Growth Drivers, Industry Trend Analysis and Forecast, 2024-2032

Market Report | 2024-08-01 | 270 pages | Global Market Insights

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User	\$4850.00
	Multi User	\$5350.00
	Enterprise User	\$8350.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* 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.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-11"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)  
[www.scotts-international.com](http://www.scotts-international.com)