

North America Print Label - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The North America Print Label Market size is estimated at USD 10.16 billion in 2025, and is expected to reach USD 12.08 billion by 2030, at a CAGR of 3.53% during the forecast period (2025-2030).

Key Highlights

- Digital Revolution Reshaping North America's Print Label Landscape: The North American print label market is undergoing a digital transformation, fueled by advances in technology and shifting consumer preferences. Valued at USD 8,813.41 million in 2021 and projected to grow to USD 10,905.35 million by 2027, the market is expected to expand at a CAGR of 3.59%. The increasing adoption of digital print technologies is a primary driver of this growth, streamlining production processes and enabling more personalized, efficient solutions.
- Cost-effectiveness of digital print technologies: Digital print technologies are rapidly gaining ground due to their ability to produce industrial-size digital labels at lower costs, without sacrificing quality.
- Advances in inkjet technology: UV and water-based inkjet technologies are enhancing the capabilities of digital printing in label production, offering more flexibility and precision.
- Efficiency in small-batch production: Digital printing is particularly advantageous for smaller production runs, leading to reduced inventory and shorter lead times.
- High Adoption in Healthcare and Cosmetics Driving Market Growth: Healthcare and cosmetics industries are key contributors to the growth of the print label market, driven by regulatory requirements and consumer demand for detailed, sophisticated labeling.
- Stringent regulatory requirements: The US FDA mandates that healthcare and pharmaceutical labels remain legible and intact throughout the supply chain, necessitating durable labeling solutions.
- Growth of multi-layer labels: In the pharmaceutical sector, multi-layer labels are gaining traction due to the need for extensive product information.

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- Pandemic-driven innovation: The COVID-19 pandemic has accelerated the development of smart labels, including time-temperature indicators for vaccine storage.
- Cosmetic industry demand: In cosmetics, labels are critical marketing tools, with FDA regulations ensuring that essential product details are prominently displayed.
- E-commerce Boom Catalyzing Label Demand: The rapid rise of e-commerce is reshaping the demand for print labels, presenting new opportunities for label manufacturers.
- E-commerce growth in the U.S.: U.S. e-commerce sales grew by 9.3% year-on-year in Q2 2021, according to the US Department of Commerce, boosting demand for innovative labeling.
- Food and beverage e-commerce: The food and beverage e-commerce market is forecast to reach USD 25.66 billion by 2025, increasing the need for robust labeling solutions.
- Increased use of intelligent labels: Avery Dennison predicts the growing adoption of intelligent labels, which provide enhanced visibility across the e-commerce supply chain.
- Technological Innovations Shaping the Future: Ongoing innovations in label printing technology are revolutionizing the industry, enhancing product offerings and improving operational efficiency.
- New product launches: In January 2020, Epson America introduced the TM-L90II LFC thermal label printer, expanding printing options for various media sizes.
- Wireless label printing solutions: Zebra Technologies launched a new range of wireless label printers in May 2021, targeting small businesses with affordable, efficient solutions.
- Advanced printing technologies: Companies like eAgile Inc. are investing in technologies such as the Nilpeter FA-17 to meet the stringent requirements of pharmaceutical and nutraceutical labeling.
- Market Consolidation and Strategic Partnerships: The print label market is experiencing consolidation as companies pursue mergers, acquisitions, and strategic partnerships.
- Acquisitions expanding product portfolios: In April 2021, Fortis Solutions Group acquired Total Label USA LLC, extending its product offerings and geographical reach.
- Strategic collaborations driving innovation: A partnership between Cyngient, MPS, and Imageworx in September 2020 is delivering comprehensive solutions across the label production process.
- Focus on sustainable solutions: Avery Dennison's acquisition of Catchpoint Ltd's linerless label technology reflects the industry's commitment to sustainability and reducing production waste.

North America Print Label Market Trends

Pressure-Sensitive Labels Segment Dominating the Market

Pressure-sensitive labels continue to lead the North American print label market, with a 35.95% share in 2021. This segment is set to grow at a CAGR of 4.24%, reaching a market value of USD 4,072.77 million by 2027.

- Versatility driving demand: The flexibility of pressure-sensitive labels across industries like food and beverages is a major factor in their market dominance. The food and beverage sector accounted for 53.53% of the market share in 2021.
- Beverage industry growth: The beverage sector is poised for a CAGR of 4.25% from 2022 to 2027, further driving demand for pressure-sensitive labels.
- Impact of e-commerce: E-commerce growth has significantly increased the demand for pressure-sensitive labels, with digital sales rising by 9.3% in Q2 2021.
- Sustainability innovations: Technological advancements, like Avery Dennison's linerless label technology, are reducing waste and enhancing production efficiency.

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Inkjet Printing Spearheading Market Growth

Inkjet printing is emerging as the fastest-growing segment, with a CAGR of 5.57%, and is expected to reach a market value of USD 698.17 million by 2027.

- Cost-effectiveness driving adoption: UV inkjet and water-based inkjet technologies are becoming more prevalent due to their cost efficiency and ability to produce high-quality prints.
- End-user industry demand: Inkjet printing is seeing increased adoption across sectors like food, beverages, and pharmaceuticals due to its lower inventory requirements and faster turnaround times.
- Technological advancements: Companies like Beau Label are enhancing inkjet printing capabilities, as seen with the PicoJet UV digital inkjet press, capable of producing superior quality prints with a 1200 x 1200 dpi resolution.
- Partnership-driven innovation: Strategic collaborations, such as between Cyngient, MPS, and Imageworx, are helping to innovate and expand inkjet printing technologies.

North America Print Label Industry Overview

The competitive landscape of the North American print label market is dominated by a mix of global conglomerates and specialized firms. Key players include Fort Dearborn, Multi Color Corporation, Mondi Group, Avery Dennison Corporation, and WestRock Company.

Consolidated market structure: While the market is concentrated among major players, regional and specialized companies maintain a strong competitive presence.

Innovation as a differentiator: Leading firms like Avery Dennison are focusing on sustainability and technological advancements, such as linerless labels, to maintain their competitive edge.

Expanding through acquisitions: Companies like Multi Color Corporation are leveraging acquisitions to expand their product offerings and geographic footprint.

Sustainability focus: With a growing emphasis on reducing environmental impact, firms are developing eco-friendly materials and investing in sustainable production processes.

Strategies for Future Success in the Market

Key factors for future success include embracing digital transformation, prioritizing sustainability, and focusing on e-commerce solutions.

Investment in digital technologies: Companies that invest in lightweight label formats, automation, and variable information print (VIP) labels are expected to thrive.

Anti-counterfeiting and supply chain transparency: Developing anti-counterfeiting measures and enhancing visibility in supply chains will be crucial for success.

Strategic partnerships: Following the example of Cyngient, MPS, and Imageworx, industry players should consider partnerships

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and acquisitions to expand their product offerings and market presence.

Additional Benefits:

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

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