

## **Pressure Labels - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Pressure Labels Market size is worth USD 23.55 Billion in 2025, growing at an 4.19% CAGR and is forecast to hit USD 28.91 Billion by 2030.

Growth in the pharmaceutical industry, coupled with its vast application scope in diverse sectors, is the major driver for the pressure labels market. The latest innovations in pressure label products and rising demand is expected to fuel the market growth.

### **Key Highlights**

- The most popular label technology worldwide will continue to be pressure-sensitive labels. They are used extensively in the food business. Their uses extend beyond the food and beverage industry, including the pharmaceutical, consumer goods, personal care, and other sectors, including construction.
- Depending on the application, different adhesives can make pressure-sensitive labels permanent or releasable. Furthermore, temperature extremes would not harm pressure-sensitive sealants for heavy-duty applications. They are appropriate for applications across a range of end-users, including automotive items, cleaning products, alcohol, wine, spirits, food, and beverage, because they can handle the weights of thick labels, such as expanded content labels.
- Additionally, in keeping with consumers' increased awareness of sustainability, the face stock of PS Labels is comprised of recyclable materials. Furthermore, through technical breakthroughs, numerous businesses created unique adhesives that do not obstruct recycling. Pressure Sensitive labels are anticipated to strengthen their position as industry leaders with the aid of sustainable technologies like these.
- Additionally, a growing portion of pressure-sensitive label makers uses PE, PP, PET, and PVC polymer film materials to provide their products with additional functionality. It includes strength, moisture resistance, color, smoothness on the surface,

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transparency, high gloss, durability, and mechanical resistance. Important trends offered by pressure-sensitive labels include sustainability, robustness, RFID, a rise in anti-counterfeit labels, and detachable and repositionable films as face stock.

- The food, beverage, and healthcare sectors showed more encouraging growth despite the COVID-19 scenario. The suppliers to these sectors are actively engaged in the ongoing production and provision of label materials for essential consumer and healthcare products. However, with sales and production on hold, most merchants' losses are worsening. Along with increased competition and developing printing and decorating technologies, the price of raw materials is also rising. Further, the Russia-Ukraine war also impacts the overall packaging ecosystem.

## Pressure Labels Market Trends

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

- With the rising demand for packaged and branded products and rising consumer knowledge of the authenticity and other aspects of the product, the beverage end-user category is anticipated to see the fastest growth over the projection period.
- Because beverage labels must stick to the container in various situations, pressure-sensitive labeling is essential. Whether the application environment is room temperature or something more difficult, like 20F to 40F, an adhesive design for beverage labeling should stick rapidly and stay in place as needed. Despite cold, dampness, and continuous product handling, the label and adhesive must maintain the appropriate durability.
- According to the Central Statistical Office of Poland, the volume of beer produced in Poland amounted to approximately 35.2 million hectolitres in 2023. The need for pressure-sensitive labels will rise in the upcoming years due to the expanding beverage packaging sector.
- One driving demand for Pressure Labels is anticipated to be the expansion of Anti-Counterfeit Labels. As it discourages copying and verifies the meal's authenticity, this is particularly crucial for the food business. Anti-counterfeiting measures also assist businesses in reducing revenue and customer loyalty losses brought on by counterfeiting. Pressure labels are mostly used to label food and pharmaceutical products to decrease counterfeiting using RFID or barcode tracking.
- Label suppliers are responding to sustainability trends by creating and providing label goods to assist beverage manufacturers in achieving their sustainability-related packaging goals. In recycling systems, pressure-sensitive labels that are recyclable and effortlessly removed from PET containers are new advances for labels used on PET containers. For instance, Hammer Packaging Inc. collaborates closely with substrate producers to promote sustainability initiatives. For its pressure-sensitive label business, it includes developing creative solutions.
- The highest percentage of supplier gross income in the spirits category, 33%, belongs to high-end spirits, according to the Distilled Spirits Council of the United States (DISCUS). Value spirits saw the fastest increase in gross income during that same year. Value spirits had an increase of 8% over the prior year, while premium spirits saw an increase of 3.8%.
- The fact that premium spirits comprised the greatest portion of supplier gross income suggests increased consumer demand for high-end and upscale goods. This pattern implies consumers are prepared to shell out more money for premium goods and services. Consequently, the Pressure Labels Market can satisfy this need by offering premium labeling options that raise expensive spirits' perceived value and aesthetic appeal. Some examples might include specialized finishing, embossing, foil stamping, or distinctive label materials that exude elegance and exclusivity.

### North America is Expected to Register Market Growth

- The incorporation of radio-frequency identification, which employs radio waves to gather and communicate information in pressure-sensitive labels, became more important in the United States. Food, drinks, and medicines are only end-user verticals

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with technological integration for monitoring, authentication, and anti-counterfeiting items.

- Mohawk declares a strategic relationship with UPM Raflatac Americas as a part of this new product line. Mohawk Renewal Hemp and Straw paper face stocks can provide roll-fed, pressure-sensitive labeling solutions.
- Partnerships are also driving the market demand in the region. For instance, Mark Andy and UPM Raflatac recently formed a strategic relationship in the North American pressure-sensitive label industry. This collaboration should enable these players to create printing solutions that are both flexographic and digital converters friendly to the environment.
- The demand for PSLs is rising as a result of their adaptability. The industry's operators are compelled by this to increase their capabilities, allowing them to meet the escalating demand of the market. As an illustration, UPM Raflatac declared intentions to open a brand-new terminal in Vancouver, Washington, in the United States, in December 2022. The new location will expand UPM Raflatac's slitting and distribution capabilities while supporting the company's North American terminal network. To support the success of its clients and meet the increasing demand for pressure-sensitive labels, UPM Raflatac consistently invests in operational enhancements.

## Pressure Labels Industry Overview

The Pressure Labels Market is highly fragmented as several small and medium-sized players, such as Multi-color Corporation, CCL Industries Inc, Westrock Company, and Fuji Seal International Inc, contain a share in the market. Also, this makes the market extremely competitive too. Players in the market are adopting strategies such as partnerships and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

- April 2023 - Multi-Color Corporation (MCC), one of the largest label companies in the world, has announced the acquisition of Turkiye-based Korsini, one of the leading providers of in-mold label (IML) solutions. IML is a high-growth labeling technology in which pre-printed labels are inserted into a packaging mold during a container's manufacturing process, creating a fully recyclable, cost-effective, durable, and consistent product.
- June 2023 - CCL Industries has announced it has signed an agreement to acquire Pouch Partners s.r.l., Italy, from Pouch Partners AG, Switzerland, a company owned by Swiss-headquartered Capri-Sun Group.

### Additional Benefits:

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

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