

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

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Report description:

The Print Label Market size is estimated at USD 55.24 billion in 2025, and is expected to reach USD 65.37 billion by 2030, at a CAGR of 3.42% during the forecast period (2025-2030).

Key Highlights

- The print label market continues to grow due to increased e-commerce activity, strict industry regulations, technological advancements, and an emphasis on branding and marketing. High-quality print labels are essential for digital scanning and automation processes across industries. As businesses integrate automated systems for inventory management, logistics, and retail operations, the demand for precise printed labels has increased. Clear, durable labels with high-resolution barcodes or QR codes enable accurate tracking, sorting, and data management. Poor-quality labels can cause scanning errors, delays, and operational inefficiencies. Consequently, businesses invest in advanced printing technologies to ensure labels remain readable and scannable by digital devices.
- The print label industry is adopting sustainable practices in response to increasing demand for environmentally responsible solutions. Companies are implementing recycled, biodegradable, and plant-based materials alongside water-based inks to minimize environmental impact. The integration of digital printing and on-demand production methods reduces waste, while LED UV printing technology decreases energy consumption and emissions. These initiatives support the transition toward a circular economy model that emphasizes material reuse and less waste.
- The increasing adoption of automation in logistics requires high-quality labels, including barcodes and RFID tags, for system integration. These labels enable accurate processing by automated equipment and support real-time tracking across the supply chain.
- The labeling and packaging industry faces a significant challenge due to limited product options that can withstand harsh environmental conditions. In regions with extreme temperatures, humidity, or high UV exposure, conventional labels and

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packaging materials often deteriorate. This deterioration manifests as fading, peeling, and reduced adhesive strength, affecting both aesthetic appeal and product functionality. This market challenge also creates opportunities for innovation in durable packaging technologies that can serve multiple industries with reliable, long-term performance.

- The print label market is significantly impacted by macroeconomic factors such as economic growth, inflation, and exchange rates. Economic growth drives increased consumer spending, which boosts demand for labeled products across industries like food, beverages, pharmaceuticals, and retail. On the flip side, inflation can raise the cost of raw materials such as paper, ink, adhesives, and plastics, leading to higher production costs. Fluctuations in the prices of these raw materials, often influenced by factors like supply chain disruptions or global commodity price changes, can significantly affect the price and availability of labels. Exchange rate fluctuations also impact the cost of importing materials or exporting finished labels, influencing price competitiveness in global markets.

Print Label Market Trends

Beverage Industry to be the Largest End User

- Beverages include water, juices, sodas, energy drinks, cocktails, and alcoholic options like beer and wine. Labels are crucial for product differentiation in a competitive market, making the beverage labeling industry vital within the beverage sector.
- Counterfeiting remains a major challenge, leading to poor outcomes, brand damage, and risks to consumer safety. These issues are driving growth in the beverage label market. Additionally, rising awareness of counterfeiting's negative impact, particularly in manufacturing and industrial sectors, is expected to boost demand for smart food and beverage labels.
- The expanding wine market has increased the importance of labeling. Many wine producers use paper or film labels, often designed to endure shipping, storage, and usage conditions. The growing number of wineries is expected to drive demand for label printing.
- According to NZ Winegrowers, in 2024, New Zealand boasted approximately 755 operational wineries, an uptick of 16 from the prior year. The New Zealand wineries often opt for film labels, especially for exports, which would lead to market growth.
- According to Information Resources, Inc. (IRI), between July 2023 and June 2024, French supermarkets and hypermarkets sold 2 billion alcoholic beverage units, with beer accounting for over 1.3 billion units.
- In the United States, premiumization has driven revenue growth across spirits, beer, and wine categories. Premium brands contributed 82% of revenue growth in the U.S. spirits market, while premium wines outperformed lower-priced options. As premium brands gain popularity, manufacturers are investing in high-quality labels to reflect product value, creating significant growth opportunities for the print label market.

Asia Pacific to Register Major Growth

- China's robust economic growth has led to increased disposable incomes and rising living standards. This has resulted in a surge in the demand for packaged goods, which in turn drives the need for print labels. Additionally, the rapid expansion of e-commerce platforms like Alibaba has significantly boosted the market.
- The print label market in China is experiencing strong growth, driven by increasing regulatory focus on environmental protection and shifting consumer preferences toward sustainability. Stricter national and local environmental policies are pushing label printing companies to adopt eco-friendly materials, inks, and processes. Additionally, industries such as aviation, automotive, and logistics are expanding their use of RFID tag applications, further fueling market demand.
- In India, the rapid growth of e-commerce has created a need for durable labels that can endure handling during shipping. This sector accounts for a substantial share of the print label and is driving the demand. The need for shorter runs and quick

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turnaround times is well-supported by digital printing technologies.

- Furthermore, regulatory requirements for clearer food labeling, such as larger and bolder nutritional details, are driving demand for high-quality print labels. Rising counterfeiting concerns are also boosting the need for tamper-evident, holographic, and smart labels with track-and-trace systems and Radio-Frequency Identification (RFID) solutions.
- Japan leads the way in printing technologies, particularly in digital and flexographic printing, producing labels that are both high-quality and innovative. Japan's label printing sector is rapidly adopting advanced technologies to adapt to changing market needs. The transition from traditional to digital printing enables on-demand, short-run, and variable data printing, meeting diverse client demands and shortening turnaround times.

Print Label Industry Overview

The print label market experiences high industry rivalry due to numerous competitors like CCL Industries, 3M Company, Multi-Color Corporation, low product differentiation, and intense price competition. The market's fragmented nature includes both small regional players and large multinational corporations competing for market share. Companies face challenges in differentiation, particularly in industries where basic, functional labels meet packaging requirements.

Price competition significantly influences market dynamics, as labels represent a low-cost component in overall product packaging. Companies offering lower prices can gain market share rapidly, resulting in aggressive pricing strategies. Customer tendency to switch suppliers based on cost intensifies competition among label producers, compelling firms to optimize production efficiency while maintaining quality standards.

The industry's competitive landscape is further shaped by technological innovation in label production. Companies incorporate advanced features such as QR codes, RFID tags, and smart labels to meet evolving consumer needs and regulatory requirements. This necessitates continuous investment in research and development, creating a competitive environment where innovation capabilities determine market position. Companies that successfully implement new technologies can differentiate their offerings and secure premium pricing.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

4.1 Market Overview

4.2 Industry Attractiveness - Porter's Five Forces Analysis

4.2.1 Bargaining Power of Suppliers

4.2.2 Bargaining Power of Buyers/Consumers

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- 4.2.3 Threat of New Entrants
- 4.2.4 Threat of Substitutes
- 4.2.5 Intensity of Competitive Rivalry
- 4.3 Industry Value Chain Analysis
- 4.4 Assessment of the Impact of COVID-19 / Macro Economic Factors on the Market

5 MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Evolution of Digital Print Technology
 - 5.1.2 Increased Focus toward Manufacturing in the Developing Economies
- 5.2 Market Challenges
 - 5.2.1 Lack of Products with Ability to Withstand Harsh Climatic Conditions

6 MARKET SEGMENTATION

- 6.1 By Print Process
 - 6.1.1 Offset lithography
 - 6.1.2 Gravure
 - 6.1.3 Flexography
 - 6.1.4 Screen
 - 6.1.5 Letterpress
 - 6.1.6 Electrophotography
 - 6.1.7 Inkjet
- 6.2 By Label Format
 - 6.2.1 Wet-glue labels
 - 6.2.2 Pressure-sensitive labels
 - 6.2.3 Linerless labels
 - 6.2.4 Multi-part tracking labels
 - 6.2.5 In-mold labels
 - 6.2.6 Shrink and Stretch Sleeves
- 6.3 By End-user Industries
 - 6.3.1 Food
 - 6.3.2 Beverage
 - 6.3.3 Healthcare
 - 6.3.4 Cosmetics
 - 6.3.5 Household
 - 6.3.6 Industrial (Automotive, Industrial Chemicals, and Consumer and Non-consumer Durables)
 - 6.3.7 Logistics
 - 6.3.8 Other End-user Industries
- 6.4 By Geography
 - 6.4.1 North America
 - 6.4.1.1 United States
 - 6.4.1.2 Canada
 - 6.4.2 Europe
 - 6.4.2.1 United Kingdom
 - 6.4.2.2 Germany
 - 6.4.2.3 France
 - 6.4.2.4 Spain

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- 6.4.2.5 Italy
- 6.4.2.6 Poland
- 6.4.2.7 Netherlands
- 6.4.3 Asia
 - 6.4.3.1 China
 - 6.4.3.2 India
 - 6.4.3.3 Japan
 - 6.4.3.4 Australia and New Zealand
 - 6.4.3.5 South Korea
- 6.4.4 Latin America
 - 6.4.4.1 Brazil
 - 6.4.4.2 Mexico
- 6.4.5 Middle East and Africa

7 COMPETITIVE LANDSCAPE

7.1 Company Profiles

- 7.1.1 Multi-Color Corporation
- 7.1.2 Mondi Group
- 7.1.3 Avery Dennison Corporation
- 7.1.4 Ahlstrom-Munksjo Oyj
- 7.1.5 Autajon Group
- 7.1.6 Fort Dearborn Company
- 7.1.7 CCL Industries
- 7.1.8 Multi Packaging Solutions (WestRock Company)
- 7.1.9 Clondalkin Group
- 7.1.10 Cenveo Corporation
- 7.1.11 Brady Corporation
- 7.1.12 Fuji Seal International Inc..
- 7.1.13 Alliance Prints
- 7.1.14 Clarion Safety Systems
- 7.1.15 3M Company
- 7.1.16 Taylor Corporation
- 7.1.17 Huhtamaki Oyj
- 7.1.18 Taghleef Industries Inc.
- 7.1.19 Ravenwood Packaging
- 7.1.20 Sato America
- 7.1.21 Advanced Labelworx Inc
- 7.1.22 AWT Labels & Packaging
- 7.1.23 Weber Packaging Solutions
- 7.1.24 Resource Label Group LLC

8 INVESTMENT ANALYSIS

9 FUTURE OUTLOOK OF THE MARKET

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