

**Pressure-Sensitive Adhesive Tapes Market by Type (Single-Sided, Double-Sided), Adhesive Type (Acrylic, Rubber), Technology (Solvent, Hot-Melt, Water-Based), Backing (PP, Paper), End-use Industry (Medical & Hygiene), and Region - Global Forecast to 2030**

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**Report description:**

The pressure-sensitive adhesive tapes market size was USD 70.30 billion in 2024 and is projected to reach USD 92.41 billion by 2030, at a CAGR of 4.64%, between 2025 and 2030.

<https://www.marketsandmarkets.com/Images/pressure-sensitive-adhesives-market-Overview.webp>

"Increasing Demand for High-Precision Adhesive Solutions to Drive Market in Electronics Sector."

As electronics get tinier and more advanced, the need for adhesives that can hold complicated and sensitive components is growing rapidly. Pressure-sensitive adhesive tapes are more frequently used in the assembly of smartphones, tablets, computers, wearables, and other consumer electronics. These tapes have essential roles in securing small components, circuit protection, and thermal management. Made for cleanrooms, where contamination must be carefully controlled, makes them even more valuable, as they do not leave residue and can be cut into mini parts. The fast growth of 5G, AI, and smart connected devices is accelerating the demand for high-performance pressure-sensitive adhesive tapes that enable efficient and reliable manufacturing. These tapes allow faster manufacturing, reducing material waste, and increasing product safety and quality; they are becoming essential in today's electronics production. As innovation continues to define the consumer electronics space, pressure-sensitive adhesive tapes will become more crucial in design flexibility, operational excellence, and sustained performance.

The double-sided tapes segment was the second-largest segment, in terms of value, of the global pressure-sensitive adhesive

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tapes market.

The double-sided tapes segment was the second-largest type in the global market for pressure-sensitive adhesive tapes, in terms of value, during the forecast period. This growth is largely supported by increased demand in the signage and graphics industry, where clarity of communication, stability, and cleanliness of the surface are paramount. Double-sided pressure-sensitive adhesive tapes are useful in that they typically provide a non-visible bond, and they can easily be used in display mounting, poster installation, banner lamination, and promotional product assembly. They are commonly constructed with consistent thickness, have aggressive tack, and are moisture resistant, making them able to offer both indoor and outdoor locating capabilities for signage used in retail stores, transportation, and events. Although these tapes use adhesives rather than mechanical fasteners or visible adhesives, one major advantage is that adhesives will not compromise the design aesthetic of a project, and in addition, double-sided tapes allow for fast and bubble-free application.

In 2024, the paper backing segment had the second-largest value share in the pressure-sensitive adhesive tapes market.

The paper backing category held the second-largest share of the pressure-sensitive adhesive tapes market in 2024, largely due to its highly compatible qualities with custom printing and branding applications. Paper offers better surface qualities for ink adhesion compared to plastic or foil backings, where clear text, brand labels, or barcode information can be printed directly onto the tape. This feature is especially important in e-commerce, various sectors of retail packaging, manufacturing logistics, and other areas where identification, traceability, or marketing messages matter. Whether it is tamper-evident seals, branded packaging tapes with graphics, or labeling protection, paper-backed pressure-sensitive adhesive tapes remain a flexible and cost-effective option for conveying information or enhancing brand visibility. They also facilitate integration with variable data printing technologies, which are essential for serialization or batch tracking. As product identity becomes more linked to packaging-transforming it into a marketing tool and communication medium-printed and custom-designed paper structures hold significantly more value for manufacturers compared to other substrates. This characteristic enhances both the functionality and visual appeal of products, making them more commercially relevant.

"The Middle East & Africa is estimated to be the third fastest-growing pressure-sensitive adhesive tapes market, in terms of value."

The growth of the Middle East & Africa is attributed to the large-scale development of new infrastructure and urbanization, especially in the UAE, Saudi Arabia, Egypt and Nigeria. Hundreds of government-backed megaprojects such as NEOM, Vision 2030 projects, and smart city initiatives create enormous demand for new building materials. Pressure-sensitive adhesive tapes are increasingly employed in HVAC applications, sealing and insulating, bonding joints, glazing and flooring applications since they're clean to deliver, moisture resistant and can be installed quickly. Pressure-sensitive adhesive tapes provide excellent thermal stability and weather-resistant value in hot and humid environments that are prevalent in Gulf and Sub-Saharan African regions, making them more attractive and useable than traditional adhesive systems. As sustainability mandates mature especially in Gulf region countries striving for green certifications, there are growing requirements for energy-efficient and non-toxic pressure-sensitive adhesive tapes. The construction sector will be an important growth pillar in the region's pressure sensitive adhesive tapes market.

-□By Company Type: Tier 1 - 55%, Tier 2-25%, and Tier 3-20%

-□By Designation: Directors- 50%, Managers-30%, and Others-20%

-□By Region: North America- 40%, Europe-35%, Asia Pacific-20%, Rest of World - 5%

The key players profiled in the report include 3M Company (US), Tesa SE (Germany), Nitto Denko Corporation (Japan), LINTEC Corporation (Japan), Intertape Polymer Group, Inc. (Canada), Avery Dennison Corporation (US), Lohmann GmbH & Co. KG (Germany), Berry Global Group, Inc. (US), Scapa Group plc (Mativ Holdings) (US), and Saint-Gobain S.A. (France).

Research Coverage

This report segments the market for pressure sensitive adhesive tapes based on type, adhesive type, backing, technology, end-use industry and region and provides estimations of value (USD Million) for the overall market size across various regions. A detailed analysis of key industry players has been conducted to provide insights into their business overviews, services, and key strategies, associated with the market for pressure sensitive adhesive tapes.

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## Reasons to Buy this Report

This research report is focused on various levels of analysis - industry analysis (industry trends), market share analysis of top players, and company profiles, which together provide an overall view of the competitive landscape, emerging and high-growth segments of the pressure sensitive adhesive tapes market; high-growth regions; and market drivers, restraints, and opportunities. The report provides insights into the following points:

- **Market Penetration:** Comprehensive information on pressure-sensitive adhesive tapes offered by top players in the global market

- **Analysis of key drivers** (Growing demand for pressure-sensitive adhesive tapes from packaging industry, increasing emphasis on environmental sustainability across various industries, and wide use of tapes in electric vehicles), restraints (volatility in raw material prices), opportunities (Potential substitutes to traditional fastening systems and advancement in pressure-sensitive adhesive tape technology), and challenges (Implementation of stringent regulatory policies) influencing the growth of pressure sensitive adhesive tapes market

- **Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the pressure-sensitive adhesive tapes market

- **Market Development:** Comprehensive information about lucrative emerging markets - the report analyzes the markets for pressure-sensitive adhesive tapes across regions

- **Market Diversification:** Exhaustive information about new products, untapped regions, and recent developments in the global pressure-sensitive adhesive tapes market

- **Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the pressure-sensitive adhesive tapes market

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