



Labels in Packaging 2011 to 2015

Global Markets, Economics, Environmental Impact, and Technology

“Labels in Packaging 2011 - 2015” is a global study that provides a high level of understanding of the label industry and a detailed understanding of the packaging label industry.

The study includes a detailed economic and environmental comparison between glue-applied and self-adhesive labels.

The Market section divides the global label market into two segments – **packaging** and **non-packaging** labels. Non-packaging labels are segmented into transportation and logistics labels, industrial and consumer durable labels, promotional and security labels, office labels, and retail tags. Forecasts and analyses are provided through 2015. Packaging labels are segmented with more granularity, examined to individual end-uses, with forecasts and analyses through 2015.

What Sets this Study Apart?

- > Quantified market analyses of the global packaging and non-packaging label markets by volume (area) and value
- > Very detailed market forecasts and analysis for labels in packaging
- > Quantitative economic and environmental impact comparisons of glue-applied and self-adhesive labels
- > Accurate profiles of industry participants with content specific to packaging and non-packaging labels

Sample Pages

2. Label volume projections

We segmented the label market into packaging and non-packaging applications for this study. Figure 1 provides global Label market volume measured in area (square meters) for the packaging segment, non-packaging segment, and total.

Figure 1
Global Label Consumption - Volume
2010 Consumption = 777 billion square meters

Data Shown Not Valid

Consumption of packaging labels is far greater than non-packaging labels, when measured in area (Figure 1). The packaging labels market has benefited from some of the highest volume and highest growth applications. Bottled water is among the most important. Although bottled water volume has faltered recently, it has served as a growth platform for many years. It will not achieve its high historical growth rates in the future, but it will continue to be a source of growth for the label market. Due to its large volume, even the modest growth rates we project for the future will provide substantial incremental label volume.

G. Case 7: Environmental analysis – self-adhesive label

Case 7 provides the results of the life cycle analysis we completed for a self-adhesive label on a beer bottle. This cradle-to-grave analysis includes manufacturing the label and applying it to a beer bottle during the filling operation. The primary metrics for the environmental analysis are energy consumption and greenhouse gas (GHG) releases.

1. Energy

Table 11 provides the energy consumption results for a self-adhesive label applied to a beer bottle.

Table 11
Case 7: Beer Bottle with SA Label – Energy Results

CATEGORY	MJ	%	MJ/lt	MJ/unit
Raw Materials				
Raw Materials Packaging				
Raw Materials & Packaging Transport				
Process				
Distribution Packaging				
Distribution Packaging Transport				
Transport to Customer				
Package Filling Process				
Energy				
Packaged Product Packaging				
Packaged Product Packaging Transport				
Packaged Product Transport				
Total Energy				

Data Removed

Labels in Packaging

2011 to 2015

317
Pages

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Learn About:

- > The future of the label industry with detailed segment forecasts to 2015
- > In-depth analysis of emerging trends, market conditions, and market drivers
- > Current consumption volumes with projections to 2015
- > The latest technology developments and the opportunities they afford

Who Should Buy This Study:

- > Label Converters
- > Raw Material Suppliers
- > Equipment and Machinery Suppliers
- > Brand Owners
- > Industry Analysts

What is included:

- > Detailed analysis of the trends and drivers of this unique and challenging market with volume forecasts to 2015
- > More than 330 pages of detailed data not available anywhere else
- > Details of market opportunities and forecasts broken down by end-use segments and four (4) geographic regions

Market Matrix:

Global Labels

End-use (measured in area)

- Packaging
- Non-packaging

Global Non-packaging Labels

End-use (area)

- Transportation and logistics
- Industrial and consumer durables
- Promotional and security
- Office
- Retail tags

End-use (value)

Global Packaging Labels

End-use (area)

- Beverage (9 sub-categories)
- Food (11 sub-categories)
- Non-food (4 sub-categories)

Geographic Region (area)

- North America
- Europe
- Asia
- ROW

Geographic Region (value)

By Each Geographic region

- Beverage (9 sub-categories)

- Food (11 sub-categories)

- Non-food (4 sub-categories)

Global Packaging Labels

End-use (area)

- Label Type
 - glue-applied
 - self adhesive
 - shrink
 - in-mold
 - other
- Raw Material
 - uncoated paper
 - coated paper
 - metallized paper
 - polypropylene
 - polyethylene
 - metallized film
 - high shrink film
 - other
- Adhesive Coverage
 - spot
 - full
 - heat-seal
 - no adhesive
- Delivery Format
 - cut-and-stack
 - roll-fed
- Print Method

Additional Allied Development Capabilities



Allied Development's SavvyPack® Packaging Analysis System is the industry standard for economic and environmental analysis of packaging.

Packaging in India

is a detailed study of the packaging industry in India.

Pharmaceutical Blister Packaging

A global study of the pharmaceutical blister packaging market.

Biopolymers in Packaging

an in-depth global study of the biopolymer industry, focusing on packaging.

Stick Pouches

an in-depth global study of the stick pouch industry, including equipment manufacturers and contract packagers.

Medical Device Packaging

an in-depth global study of the medical device packaging industry.

Stand-up Pouches

an in-depth global study of stand-up pouches, including volumes, trends, emerging competitive products, technologies, and economics.

Microwaveable Packaging

an in-depth North American study of the microwaveable packaging industry.

Foodservice Packaging

a comprehensive study of the United States Foodservice packaging industry.

Barrier Films and Coatings

a comprehensive global analysis of barrier materials used in flexible packaging.

LCI Data for Packaging

a comprehensive examination of global LCI data specific to the packaging industry.

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