

Variable Data Printing Labels Market is expected to cross USD 24 Billion by 2022

Global Variable Data Printing Labels Market Info by Type (Release liner labels, Liner less labels), by Technology ,Application and by Region – Forecast to 2022

PUNE, MAHARASHTRA, INDIA,
December 7, 2016 /EINPresswire.com/ --
Market Highlights

The increasing demand from food & beverage and pharmaceuticals industries globally drives the market. The rising consumerism, change in technology and product differentiation are the factors for the growth of the market. Inkjet technology leads the market, majorly due to low cost, high speed, color and good quality printing. Asia-Pacific is the fastest growing region.

The global variable data printing labels market is expected to cross USD 24 Billion at the end of the forecasted period and is expected to grow at CAGR of approximately 16% from 2016 to 2022.

Major Key Players



The Major Key Players are 3M Company, Avery Dennison Corporation, Canon Inc., Cenvo Inc., HP Inc., Mondi Plc, Quad/Graphics Inc., RR Donnelley & Sons Company, WS Packaging Group Inc."

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- 3M Company
- Avery Dennison Corporation
- Canon Inc.
- Cenvo Inc.
- HP Inc.
- Mondi Plc
- Quad/Graphics Inc.
- RR Donnelley & Sons Company
- WS Packaging Group Inc.
- Xerox Corporation

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Scope of the Report

This study provides an overview of the global variable data printing labels market, tracking two market segments across four geographic regions. The report studies key players, providing a five-year annual trend analysis that highlights market size, volume and share for North America, Europe, Asia Pacific, and Rest of the World. The report also provides a forecast, focusing on the market opportunities for the next five years for each region.

The scope of the study segments the [global variable data printing market](#) as technology and application. On the basis of type it is segmented as release liner labels and liner less labels. On the basis of technology it is segmented as thermal transfer, electrophotography, direct thermal, inkjet and others. On the basis of application it is widely used in Food & Beverage, Pharmaceuticals, Retail, Consumer durables and others.

Taste the market data and market information presented through more than 30 market data tables and figures spread over 110 numbers of pages of the project report. Avail the in-depth table of content TOC & market synopsis on "[Global Variable Data Printing Labels Market Research Report - Forecast 2022](#)".

Market Research Analysis

The market is highly application based. The key drivers of variable data market are the growing demand for consumer goods. The growth in population with the increasing disposable income demands increased food & beverage products. This is backed by the awareness among the consumers about the product. This further expands the market for such printing. The market is expected to have higher growth rate as compared to the previous years. Asia-Pacific is the fastest growing region. The reason is attributed to the increased disposable income, changing lifestyles, various government initiatives and rapid urbanization.

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Study Objectives of Variable Data Printing Labels Market

- To provide detailed analysis of the market structure along with forecast for the next 6 years of various segments and sub-segments of the Global Variable Data Printing Labels Market
- To provide insights about factors affecting the market growth
- To analyze the Global Variable Data Printing Labels Market based on various factors- price analysis, supply chain analysis, porters five force analysis etc.
- To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, APAC, and Rest of the World (ROW)
- To provide country level analysis of the market with respect to the current market size and future prospective
- To provide country level analysis of the market for segment by type, technology, application and regions.
- To provide strategic profiling of the key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market
- To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the Global Variable Data Printing Labels Market.

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