

# Print Label Market to Witness a Pronounce Growth During 2024 - 2031 | Fort Dearborn, Multi Color Corporation

*The global print label market is estimated to be valued at USD 51.13 Bn in 2024*

BURLINGAME, CALIFORNIA, UNITED STATES, July 24, 2024

/EINPresswire.com/ -- Market

Overview:

Print labels are commonly used on various packaged products and items for branding and identification purposes. They include critical product information and comply with industry regulations.

Market Dynamics:

The print label market is expected to witness significant growth over the forecast period owing to rising demand for packaged food products globally. With the growing demand for convenience food, the need for effective product labeling and branding has increased substantially. Manufacturers use print labels to provide nutritional information, ingredients, expiry dates, barcode, and other details on food packages. Further, stringent labeling norms by regulatory bodies have compelled companies to opt for qualified print labels. Changing consumer preference toward informative labeling is another key factor driving the market.

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Print Label Market Drivers

Increase in e-commerce sales driving demand for product labeling



Print Label

As e-commerce becomes more popular around the world, the sales of products through online platforms have increased significantly. This rise in online shopping has created demand for product labels to enable efficient logistics operations and identify packages. A recent survey found that almost 60% of consumers shop online at least once a month. With more consumers choosing to buy goods online, retailers and manufacturers need accurate product labels to package, ship and deliver items ordered through various e-commerce sites and apps. Clear labeling helps in proper sorting, tracking of shipments and ensuring the right product reaches the right customer on time. As e-commerce sales continue to grow in the coming years, it will drive greater demand for print labels in the packaging industry.

## Print Label Market Opportunity

### Rising Demand for Personalized and Customizable Labels

Personalization is gaining traction across industries as it enhances customer engagement and brand loyalty. Print label manufacturers have an opportunity to offer customized solutions with features like variable designs, images and text. Businesses can order small batches of labels tailored to specific product lines or promotional campaigns. End consumers also want the freedom to personalize generic products as per their individual tastes. Applications of inkjet digital printing, mixed substrate labels and multi-layered constructions allow for unlimited customization. The booming craft beer and spirits industry relies majorly on custom labels to market unique offerings. As brands optimize their packaging to target niche customer segments, demand for flexible yet high quality personalized print labels will continue rising in the coming years.

## Print Label Market Trends

### Growing Popularity of Sustainable and Eco-friendly Label Materials

With growing environmental awareness, brands are shifting towards sustainable packaging formats. There is increasing consumer preference for products packaged using recyclable, biodegradable and eco-friendly materials. Print label manufacturers are investing in developing new substrate options that have lower carbon footprint. Some examples include paper made from recycled content, plant-based plastic films, compostable films and metallic inks derived from natural sources. Production techniques like digital printing help reduce wastage. Preference for sustainable labels is particularly strong in industries like food, personal care and chemicals handling hazardous substances. Government support in form of incentives and policies is also driving this switch. As sustainability becomes a key priority, eco-friendly label materials will see higher demand and replace conventional ones in the long run.

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Market Segmentation:

By Product Type:

- By Label Format: Wet-glue Labels , Pressure-sensitive Labels , Linerless Labels , Multi-part Tracking Labels , and Others
- By Print Process: Offset , lithography , Gravure , Flexography , Screen , Letterpress , Electrophotography Inkjet , and Others
- By End-User Industry: Food & Beverages , Healthcare , Cosmetics , Household , Industrial , Logistics , and Others

Key Regions/Countries are Classified as Follows:

- » North America (U.S., Canada, Mexico)
- » Europe (Germany, U.K., France, Italy, Russia, Spain, Rest of Europe)
- » Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of APAC)
- » South America (Brazil, Argentina, Rest of SA)
- » Middle East & Africa (Turkey, Saudi Arabia, Iran, UAE, Africa, Rest of MEA)

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The report offers insights on the following topics:

Chapter 1: Study Coverage

Chapter 2: Executive Summary

Chapter 3: Competitor Landscape of the Print Label Market by Players

Chapter 4: Market Size of the Print Label Market by Type and Application

Chapter 5: Global and Regional Analysis

Chapter 6: Company Profiles, Recent Developments, and Investments

Chapter 7: Analysis of Market Opportunities, Challenges, Risks, and Influencing Factors

Chapter 8: Analysis of Value Chain and Sales Channels, including notable product developments

## Chapter 9: Research Findings and Conclusion

## Chapter 10: Methodology/Research Approach

Ultimately, the Print Label Market report serves as a reliable source for acquiring market research to significantly enhance your business. It furnishes essential insights into regional economic conditions, product pricing, profitability, capacity, production, supply, demand, market growth rate, and forecasts. Additionally, the report includes a SWOT analysis, investment feasibility analysis, and return on investment analysis for new projects within the Print Label industry.

Should the aforementioned report not meet your precise requirements, we offer customized research tailored to comprehensively address your specific business needs. Our customized research will encompass all the pertinent business information necessary to assist you in making strategic and profitable business decisions.

### Author Bio:

Priya Pandey is a dynamic and passionate editor with over three years of expertise in content editing and proofreading. Holding a bachelor's degree in biotechnology, Priya has a knack for making the content engaging. Her diverse portfolio includes editing documents across different industries, including food and beverages, information and technology, healthcare, chemical and materials, etc. Priya's meticulous attention to detail and commitment to excellence make her an invaluable asset in the world of content creation and refinement.

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