

Global Pressure Sensitive Tapes and Labels Market to Reach USD 72,214.3 Million by 2035, Growing at 4.7% CAGR | FMI

Pressure-sensitive labels are in high demand in the USA, driven by e-commerce, RFID tech, and the shift to sustainable, smart labeling in key industries.

NEWARK, DE, UNITED STATES, May 26, 2025 /EINPresswire.com/ -- The global [pressure sensitive tapes and labels market](#) is poised for substantial growth, with its estimated value reaching USD 45,620.1 million by 2025 and further expanding to USD 72,214.3 million by 2035. This growth is

expected to occur at a CAGR of 4.7% from 2025 to 2035. With a revenue of USD 42,755.8 million in 2024, the industry is witnessing strong demand, particularly from sectors such as automotive, electronics, packaging, and healthcare.

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The Pressure Sensitive Tapes and Labels Market is rapidly evolving with growing demand across industries for versatile, easy-to-use adhesive solutions driving strong global growth.”

Ismail Sutaria in Packaging at Future Market Insights



Pressure Sensitive Tapes and Labels Market

Pressure-sensitive tapes and labels are adhesive-backed materials that adhere to surfaces with light pressure, without requiring heat, water, or solvents. These products are widely used in packaging, automotive, electronics, healthcare, and logistics. Their ease of application and versatility make them indispensable for product labeling, branding, and securing packaging materials.

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Tapes and labels come in various forms, including single-coated, double-coated, and specialty

variants designed for specific applications. The ability to adhere to different substrates, such as plastics, glass, metals, and paper, makes them a preferred choice across industries.

The versatility of pressure-sensitive tapes and labels makes them indispensable across various industries. In the automotive sector, these products are widely used for wire harnessing, interior bonding, and surface protection. The electronics industry benefits from pressure-sensitive solutions for component identification, insulation, and circuit board assembly.

Key Takeaways from the Pressure Sensitive Tapes and Labels Market

- India is projected to have the highest CAGR of 5.9% between 2025 and 2035.
- China follows closely with an expected CAGR of 5.7%.
- The United States and Brazil are estimated to grow at a CAGR of 4.2% each.
- Canada is forecasted to see a growth rate of 4.5%, while the United Kingdom lags slightly behind at 3.9%.
- Germany is expected to have the lowest CAGR among the listed countries, at 3.1%.
- Packaging is anticipated to dominate applications, accounting for 44.2% of the market by 2035.
- Acrylic-based adhesives are projected to lead in adhesive types, capturing 41.3% of the market share by 2035.

Major Growth Drivers of the Pressure Sensitive Tapes and Labels Market

- Growing E-Commerce and Packaging Demand: The rise in online shopping has increased the demand for packaging materials, including pressure-sensitive tapes and labels, for efficient labeling, sealing, and shipping.
- Advancements in Technology: Innovations in adhesive technology have led to stronger, more versatile pressure-sensitive tapes and labels, expanding their application in various industries such as automotive, healthcare, and [food packaging](#).
- Rising Need for Brand Identity and Customization: Companies are increasingly using custom labels and branded tapes to differentiate their products and create a unique identity, fueling the demand in retail packaging.
- Sustainability and Eco-Friendly Solutions: As sustainability becomes a priority, there's a growing trend towards eco-friendly pressure-sensitive tapes and labels, made from recyclable materials or biodegradable adhesives.
- Expanding Applications Across Industries: The versatility of pressure-sensitive tapes and labels has led to increased adoption in various sectors, including healthcare (medical devices), logistics (barcoding and tracking), automotive, and construction, further driving market growth.

Explore new horizons—gain cutting-edge insights and opportunities through our [Packaging Consumables and Supplies Industry Analysis](#).

Competitive Landscape: Pressure Sensitive Tapes and Labels Market

Key participants in the sector are constantly innovating, launching new goods, and forming strategic alliances. They are strengthening their market position by increasing their geographic reach, making purchases, and announcing mergers and alliances. The principal providers are also exploring for new markets in emerging nations where the need for pressure-sensitive solutions is growing rapidly.

Key Developments in the Pressure Sensitive Tapes and Labels Market

- Scotch® (by 3M) launched a new line of pressure-sensitive tapes using a bio-based adhesive that offers superior bonding strength while being environmentally friendly. This innovation aligns with the growing demand for sustainable packaging solutions.
- Henkel partnered with a major packaging company to introduce a new line of eco-friendly pressure-sensitive labels for packaging. This collaboration aims to reduce the carbon footprint of packaging and make recycling more efficient.

Key Players

- 3M Company
- Avery Dennison Corporation
- Henkel AG & Co. KGaA
- UPM-Kymmene Corporation
- Sappi Limited
- Intertape Polymer Group
- Scotch (a division of 3M)
- Tesa SE
- Shurtape Technologies, LLC
- Beiersdorf AG
- Lintec Corporation

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<https://www.futuremarketinsights.com/reports/pressure-sensitive-tapes-and-labels-market>

Segmentation of the Pressure Sensitive Tapes and Labels Market

By Backing Material:

- Polypropylene
- PVC
- Paper
- Cloth
- Others

By Adhesion:

- Single Sided
- Double Sided
- Adhesive Transfer

By Product:

- Tapes
- Labels
- Lined
- Barcode
- Others
- Linerless
- Barcode
- Others

By End User:

- Food and beverage
- Healthcare
- Logistics
- Automotive and Transportation
- General Manufacturing
- Others

By Regions:

- North America
- Latin America
- Europe
- Asia Pacific
- The Middle East and Africa

Have a Look at Related Research Reports on the Packaging Domain:

The compostable mailer market size is anticipated to be valued at USD 501.6 million in 2024. It is projected to register a CAGR of 6.60% between 2024 and 2034, totaling around USD 950.5 million by 2034. - <https://www.futuremarketinsights.com/reports/compostable-mailer-market>

The snack bag market is gradually gaining momentum, with a CAGR of 4.60% from 2024 to 2034. Market value is most likely to reach USD 7,667.9 million by 2034. - <https://www.futuremarketinsights.com/reports/snack-bag-market>

The binder clip market is anticipated to be valued at USD 12.8 billion in 2024 and register a CAGR of 4.80% from 2024 to 2034. - <https://www.futuremarketinsights.com/reports/binder-clip-market>

The global sales of pharmaceutical glass packaging are estimated to be worth USD 20,815.8 million in 2024 and are anticipated to reach a value of USD 30,420.9 million by 2034. - <https://www.futuremarketinsights.com/reports/pharmaceutical-glass-packaging-market>

The oil can market is on its way to perceiving an escalation in value, from USD 2.90 billion in 2024 up to USD 4.40 billion by 2034. The FMI report infers a CAGR of 5.20% from 2024 to 2034. - <https://www.futuremarketinsights.com/reports/oil-can-market>

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Join us as we commemorate 10 years of delivering trusted market insights. Reflecting on a decade of achievements, we continue to lead with integrity, innovation, and expertise.

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