

In-Mold Labels Market to Reach \$7.95B by 2031, Boosted by Sustainability and Smart Packaging Trends | DataMIntelligence

The In-Mold Labels market is set to grow at 6.73% CAGR, driven by smart packaging, sustainability, and demand from food, cosmetic, and personal care sectors.

NEW YORK, NY, UNITED STATES, June 12, 2025 /EINPresswire.com/ -- Market Overview:

The [In-Mold Labels Market](#) is

experiencing steady growth, driven by the demand for efficient, durable, and sustainable labeling solutions. These

labels are embedded within the surface of containers during molding, offering superior aesthetics, resistance to moisture and wear, and eliminating the need for adhesives. In 2023, the market reached a value of US\$ 4.72 billion and is projected to climb to US\$ 7.95 billion by 2031, expanding at a CAGR of 6.73% during the forecast period (2025-2032).

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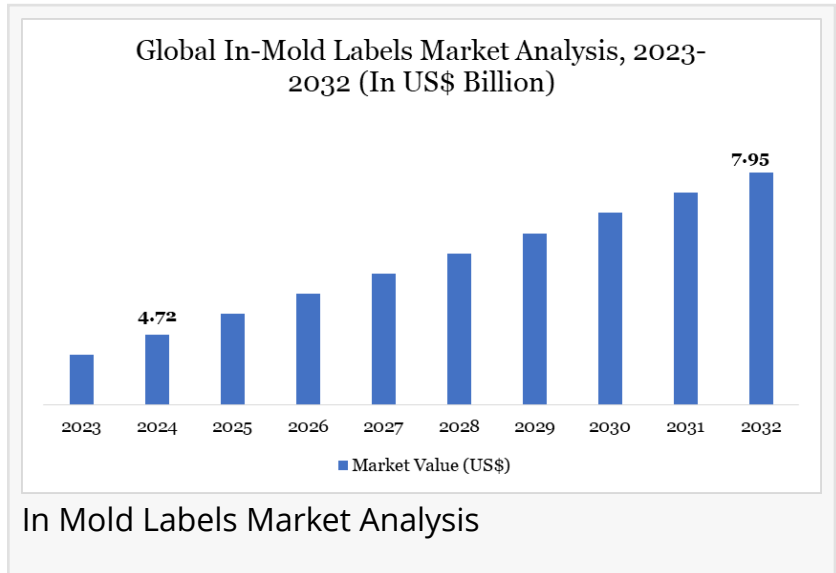
From smart tracking to eco-friendly design, in-mold labels are reshaping packaging with durability, recyclability, and branding innovation.”

DataM Intelligence

The packaging industry, especially for food and beverage, cosmetics, and personal care, continues to be the major end-user of IML technology.

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Market Drivers:

Surging demand for premium packaging: IML offers high-resolution graphics, enhancing shelf appeal for consumer goods.

Rising focus on sustainability: IML is 100% recyclable and integrates well with mono-material packaging, reducing environmental impact.

Increased automation in labeling processes: IML supports faster, cost-effective, and less labor-intensive operations.

Growth in the food and beverage sector: The hygiene and durability of IML make it ideal for dairy, frozen food, and ready-to-eat packaging.

Improved product security and branding: Tamper-evident and anti-counterfeit features support brand integrity.

Market Key Players are :

CCL Industries, Inc.

Constantia Flexibles Group GmbH

Coveris Holdings S.A.

Huhtamaki Group

Cenveo Inc.

Hammer Packaging

Fuji Seal International Inc.

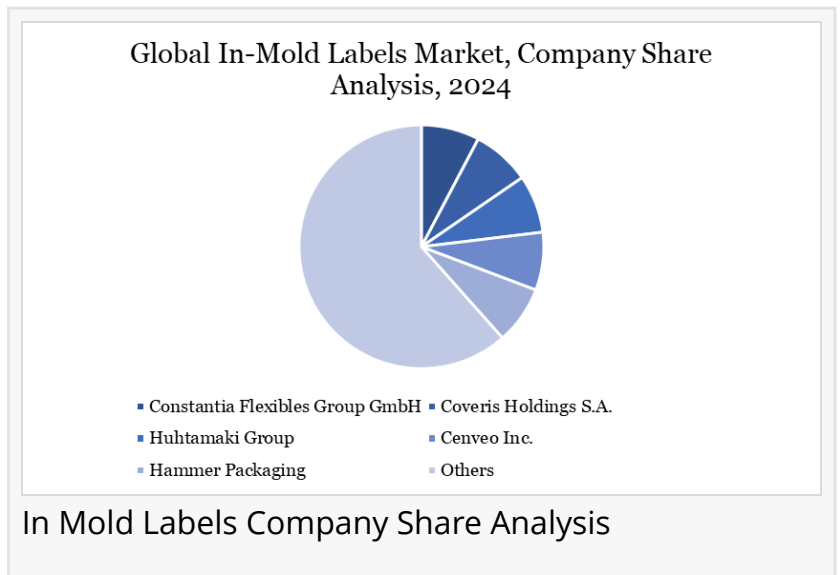
Avery Dennison Corporation

Innovia Films Ltd.

Inland

Market Segmentation:

The In-Mold Labels market is segmented based on material type, printing technology, end-user



industry, and region.

By material, polypropylene (PP) dominates due to its compatibility with most molding processes. Printing technologies such as offset, flexographic, and gravure are widely used.

In terms of end-use, the food and beverage segment holds the largest share, followed by cosmetics, pharmaceuticals, and automotive components.

Regionally, Europe leads the market owing to strong packaging regulations and high adoption, while Asia-Pacific is emerging as the fastest-growing region.

Latest News of USA:-

In 2024, Inland Manufacturing announced an investment in a new automated IML production line in Wisconsin, aimed at serving growing demand from dairy and home care brands.

Meanwhile, Avery Dennison expanded its smart labeling division, integrating RFID technology into IML solutions to enhance inventory tracking and consumer engagement.

Latest News of Japan:-

In 2024, Fuji Seal International introduced a new series of ultra-lightweight in-mold labels designed specifically for convenience food packaging, aiming to enhance recyclability and to reduce the plastic usage.

These labels are designed to improve recyclability and reduce plastic use. Huhtamaki also collaborated with a major Japanese FMCG firm to co-develop bio-based in-mold labels tailored for organic food packaging.

Key Developments are :

CCL Industries launched digital IML printing for rapid prototyping and customization.

Constantia Flexibles developed a peelable IML technology suited for resealable containers.

Coveris expanded its portfolio with in-mold barrier labels for extended shelf life in dairy products.

Innovia Films introduced transparent in-mold label films that support see-through packaging designs, enhancing product visibility and shelf appeal.

Cenveo introduced metallic-effect IMLs for premium cosmetic packaging.

Conclusion:

The In-Mold Labels market is undergoing significant transformation as demand grows for

packaging that is eco-friendly, efficient, and visually impactful.

With continued investments in automation, material innovation, and smart labeling technologies, IML is well-positioned to redefine packaging solutions across industries.

Companies leveraging eco-friendly practices and digital enhancements will lead the way in capturing new opportunities in this dynamic market.

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Sai Kumar

DataM Intelligence 4market Research LLP

+1 877-441-4866

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