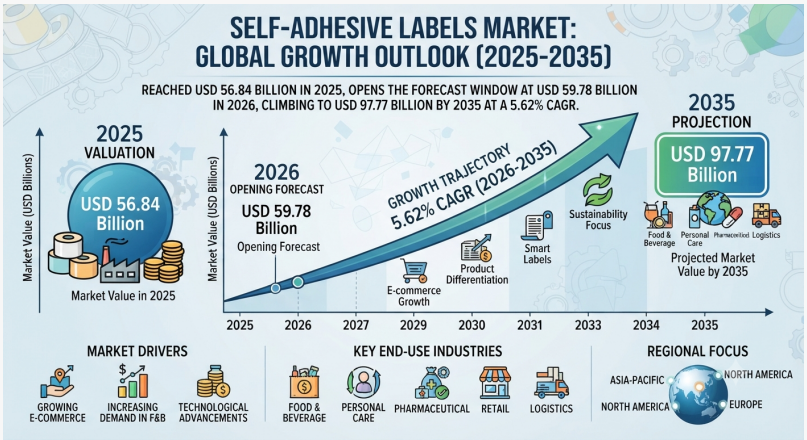
Self-adhesive Labels Market to Grow at 5.62% CAGR, Reaching $97.77 Billion by 2035

NEW YORK, NY, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- The global self-adhesive labels market is experiencing steady expansion as manufacturers, retailers, pharmaceutical companies, food and beverage producers, and logistics providers increasingly rely on efficient labeling solutions. Self-adhesive labels offer advantages such as easy application, high print quality, product identification, branding, traceability, and compatibility with automated packaging systems.



Self-adhesive Labels Market

According to Market Research Future, the global self-adhesive labels market was valued at approximately USD 56.84 billion in 2025. The market is projected to increase to USD 59.78 billion in 2026 and reach nearly USD 97.77 billion by 2035, registering a compound annual growth rate (CAGR) of 5.62% between 2026 and 2035.

What Are Self-Adhesive Labels?
Self-adhesive labels, also known as pressure-sensitive labels, are labeling materials that contain an adhesive layer capable of bonding to a surface when pressure is applied. Unlike conventional wet-glue labels, they generally do not require additional adhesive during application.

These labels can be manufactured using different face materials, including paper, polypropylene, polyester, vinyl, and other plastic films. Their flexibility makes them suitable for applications ranging from food packaging and pharmaceutical products to logistics, personal care products, consumer goods, and industrial packaging.

Get Sample @ https://www.marketresearchfuture.com/sample_request/1333

Market Segmentation
The self-adhesive labels market can be analyzed based on adhesive type, face material, end-user

industry, and geography.

By Adhesive Type
The major adhesive categories include:

Emulsion-acrylic

Hot-melt

Solvent-based

Emulsion-acrylic adhesives held the largest share in 2025, accounting for approximately 41.05% of the market. Hot-melt adhesives are expected to experience strong growth because of their suitability for high-speed automated labeling operations.

By Face Material
The market is broadly divided into:

Paper

Plastic

Polypropylene

Polyester

Vinyl

Other plastic materials

Paper remained the dominant face material in 2025, with a market share of approximately 59.24%. However, plastic face materials are gaining traction because of their durability and suitability for demanding applications such as cold-chain packaging and industrial products.

By End-User Industry
Major end-user industries include:

Food and beverage

Pharmaceutical

Logistics and transport

Personal care

Consumer durables

Other industrial applications

Logistics and transport is projected to be among the fastest-growing application segments, supported by increasing parcel volumes and the growing need for tracking and variable-data labels.

Regional Market Outlook

Asia-Pacific

Asia-Pacific represents the largest regional market for self-adhesive labels. According to Market Research Future, the region accounted for 38.31% of global revenue in 2025 and is projected to record a 6.52% CAGR through 2035.

China's large e-commerce ecosystem, India's expanding pharmaceutical and packaged-goods industries, increasing manufacturing activity, and growing consumer demand are supporting regional market expansion.

Europe

Europe accounted for approximately 25.60% of global market revenue in 2025. The regional market is increasingly influenced by sustainability requirements, recycling targets, packaging regulations, and the development of environmentally preferable label constructions.

North America

North America remains an important market because of its advanced packaging industry, pharmaceutical manufacturing base, sophisticated logistics infrastructure, and growing adoption of automated labeling and serialization technologies.

Sustainability Trends

Environmental sustainability is becoming increasingly important across the self-adhesive labels industry.

Traditional label constructions can generate release-liner and matrix waste. As a result, manufacturers are investing in linerless labels, thinner liners, recyclable materials, waterborne adhesive technologies, and mono-material packaging solutions.

Linerless technology is particularly attractive because it eliminates the conventional release liner, potentially reducing material consumption and waste. Market Research Future identifies linerless and thin-liner constructions as important opportunities for market participants.

Buy Now @ https://www.marketresearchfuture.com/checkout?currency=one_user-

USD&report_id=1333

Major Challenges
Despite strong growth prospects, the industry faces several challenges.

Raw Material Price Volatility
Paper, specialty films, adhesives, resins, and other raw materials can experience significant price fluctuations. Changes in energy prices, pulp costs, and polymer feedstock prices can increase production costs and put pressure on converter margins.

Label Waste
Release liners and matrix waste remain sustainability concerns. Companies are therefore under increasing pressure to develop collection, recycling, and waste-reduction programs.

Competition from Alternative Technologies
Linerless labeling and direct-to-package printing represent alternative technologies that could reduce demand for conventional self-adhesive label constructions in selected applications.

Capital Investment
Modern digital presses, automated inspection systems, finishing equipment, and advanced converting technologies require significant investment. Smaller converters may face challenges in adopting these technologies quickly.

Emerging Opportunities
The market presents several attractive opportunities for manufacturers and technology providers.

Connected labels are gaining attention as brands explore NFC, QR codes, serialization, and other digital technologies. These solutions can provide consumers with product information while enabling businesses to improve traceability and collect useful product and customer data.

The growing adoption of 2D barcodes also creates opportunities for smart labeling solutions. Market Research Future highlights connected labels and data monetization as a potential long-term opportunity.

Another opportunity lies in pharmaceutical and cold-chain applications, where customers require durable materials, reliable adhesives, high-quality printing, and advanced inspection capabilities.

Competitive Landscape
The self-adhesive labels industry includes global material suppliers, adhesive manufacturers, label converters, printing technology providers, and packaging companies.

According to Market Research Future, notable companies in the market include:

Avery Dennison

UPM Raflatac

CCL Industries

LINTEC Corporation

Multi-Color Corporation

H.B. Fuller

Competition is increasingly focused on material innovation, sustainability, digital printing, adhesive performance, automation, customized solutions, and supply-chain efficiency.

Read More @ https://www.marketresearchfuture.com/reports/self-adhesive-labels-market-1333

Future Outlook
The outlook will increasingly influence product development. Manufacturers that can combine high-performance adhesives with recyclable facestocks, reduced material consumption, linerless formats, and efficient recycling for the self-adhesive labels market remains positive through 2035. Growing e-commerce activity, packaged-food consumption, pharmaceutical requirements, logistics volumes, product personalization, and digital printing are expected to support demand.

At the same time, sustainability will increasingly influence product development. Manufacturers that can combine high-performance adhesives with recyclable facestocks, reduced material consumption, linerless formats, and efficient recycling systems may gain a competitive advantage.

Asia-Pacific is expected to remain a particularly important growth region, while Europe is likely to continue emphasizing sustainability and packaging compliance. North America should benefit from pharmaceutical, logistics, automation, and premium packaging applications.

Browse More Reports:

Flexible Packaging Market https://www.marketresearchfuture.com/reports/flexible-packaging-market-1151

Metal Packaging Market https://www.marketresearchfuture.com/reports/metal-packaging-

market-1917

Wood Based Panels Market https://www.marketresearchfuture.com/reports/wood-based-panels-market-7131

Precast Concrete Market https://www.marketresearchfuture.com/reports/precast-concrete-market-4850

Bioplastic Packaging Market https://www.marketresearchfuture.com/reports/bioplastic-packaging-market-1498

Autoclaved Aerated Concrete Market
https://www.marketresearchfuture.com/reports/autoclaved-aerated-concrete-market-8648

Market Research Future
Market Research Future
+1 855-661-4441
email us here

This press release can be viewed online at: https://www.einpresswire.com/article/942394767

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.