



PRINTED LABELS

Printed labels, produced from a range of paper and polymeric materials, are used to identify the contents of packaging, bottles, and cans, as well as providing brand identification and differentiation for product manufacturers. The printed labels market has been impacted by **COVID-19**, as well as continuing to be impacted by **sustainability**, and the move towards **digital**.

Global printed labels market valued at
\$41.75 million
in 2021

In 2020, global printed labels market fell by
1.1%
in volume

Printed labels market projected to grow by
6.6%
in volume in 2020

Global printed labels market volume expected to grow by
4.0%
CAGR to 2026

PRINTED LABELS MARKET OVERVIEW

GEOGRAPHIC SIZE

2020



26.4%
of the market



15.4%
of the market



8.9%
of the market

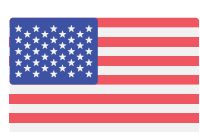


5.2%
of the market



4.0%
of the market

2026



24.6%
of the market



19.0%
of the market



7.0%
of the market



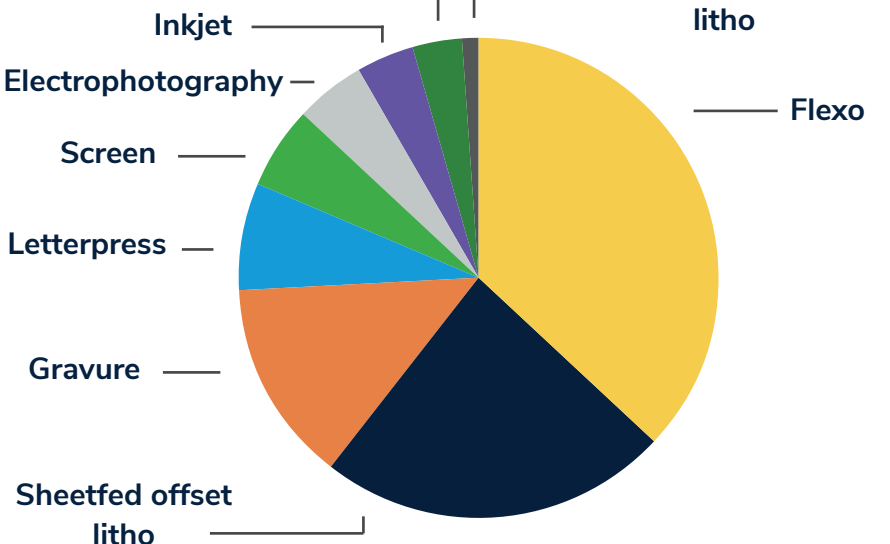
4.8%
of the market



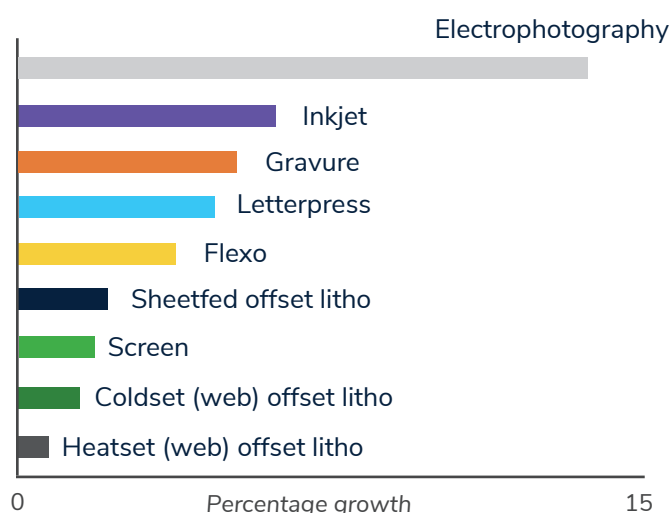
3.9%
of the market

BREAKDOWN BY PROCESS

% OF MARKET
IN 2020



CAGR % GROWTH BY
VALUE TO 2026



PRINTED LABEL TYPES



WET GLUE



PRESSURE SENSITIVE



MULTI-PART TRACKING LABELS



IN-MOULD LABELS



SLEEVES

END-USE MARKETS



BEVERAGE



FOOD



HEALTHCARE



COSMETICS



LOGISTICS

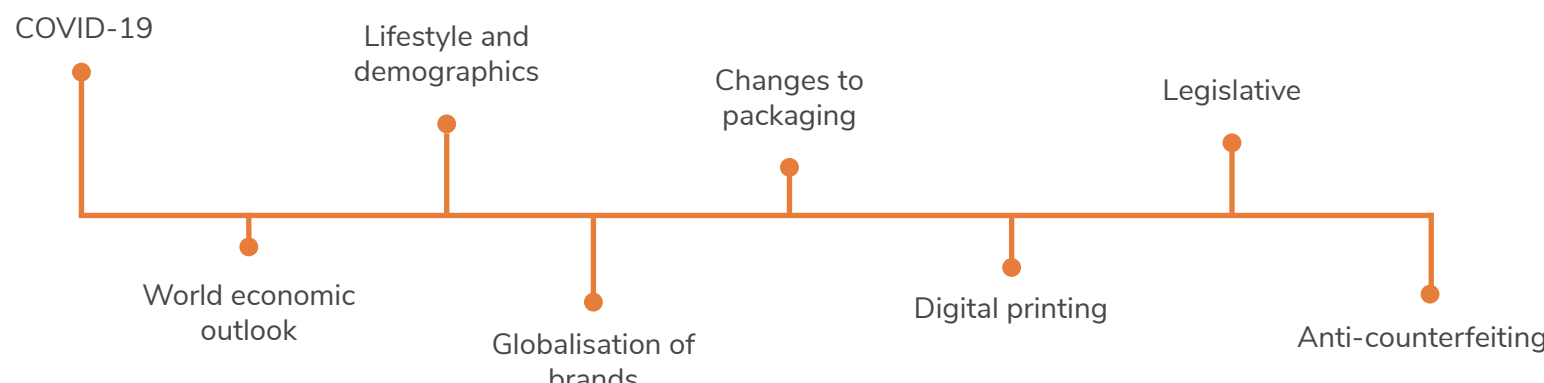


INDUSTRIAL

% SHARE OF MARKET IN 2020



KEY MARKET DRIVERS AND TRENDS



FIND OUT MORE

Smithers' new expert market report, **The Future of Printed Labels to 2026**, examines the global markets for printed labels, with market data being presented in converter value and printed volume terms as the equivalent of A4 prints. This report provides key insight into the print and packaging industries to deliver an unparalleled level of analysis of this market. The study also identifies, contextualises and quantifies the major trends affecting the market.

FIND OUT MORE & DOWNLOAD BROCHURE

ABOUT SMITHERS

Smithers have over **100 years of knowledge and experience**, and is the recognised market leader for producing industry reports. Our market research brings together a global network of experts, and the methodology blends deep secondary and primary research across an unrivalled industry network.

Smithers also run industry-leading conferences, and offer extensive testing services across the world.

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HAVE A QUESTION?

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