

LABELING & PRODUCT DECORATION MARKET OVERVIEW AND OPPORTUNITIES

2016 WCHC Europe

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Market Research

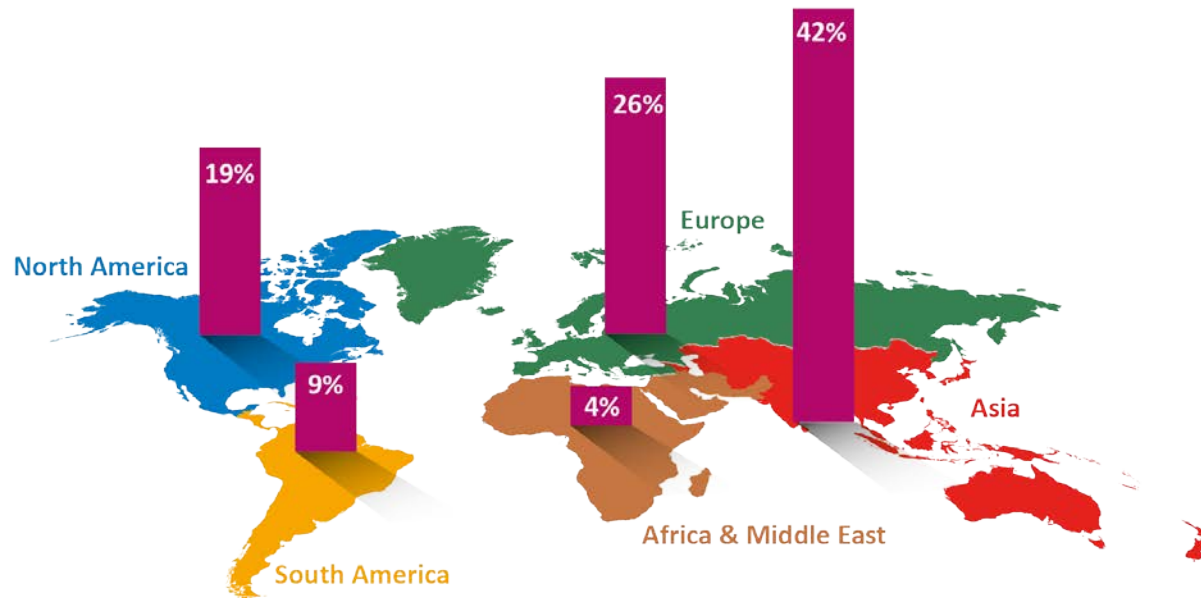
AWA Alexander Watson Associates



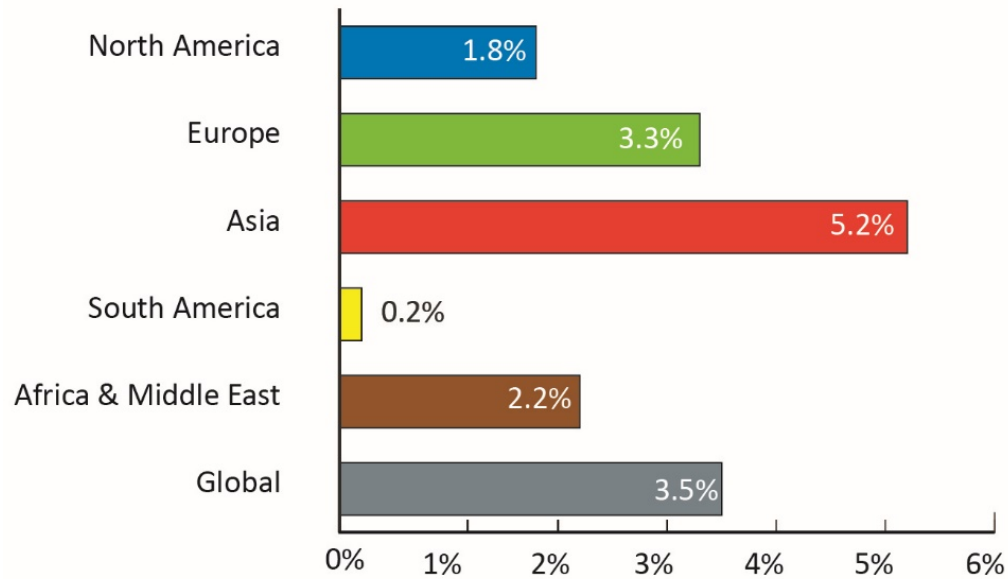


GLOBAL LABEL MARKET

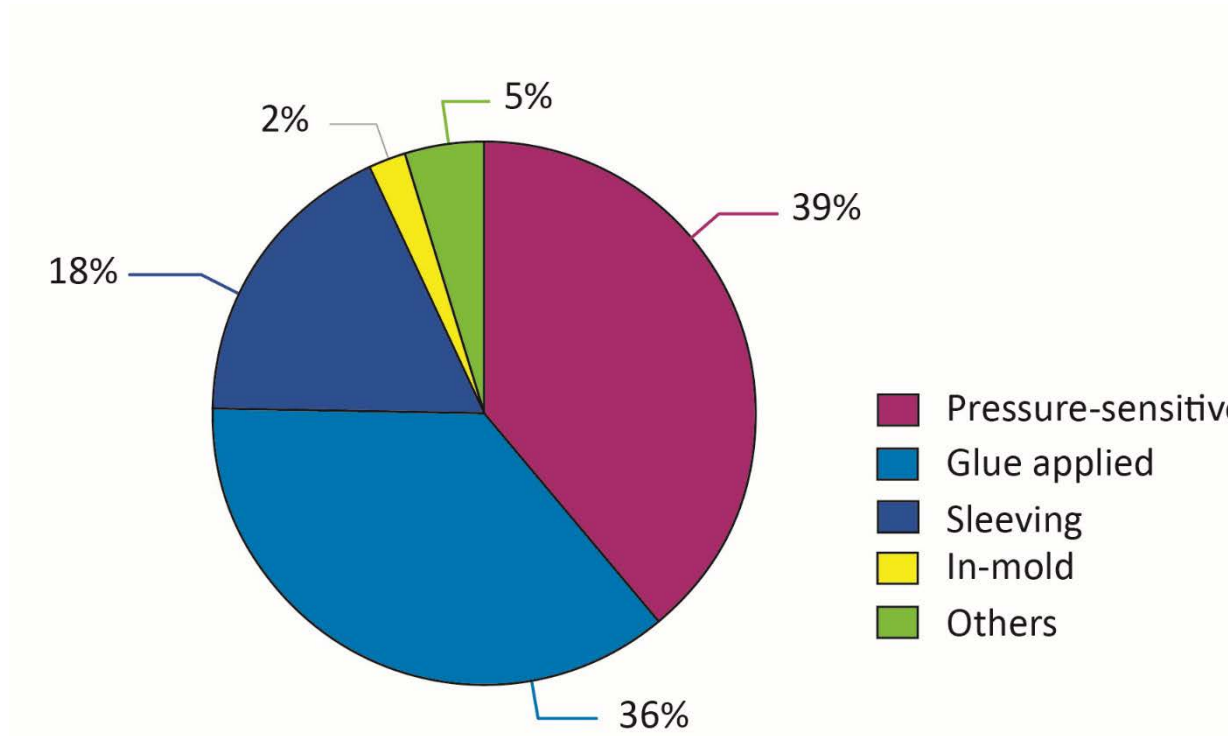
GLOBAL LABEL MARKET 2015



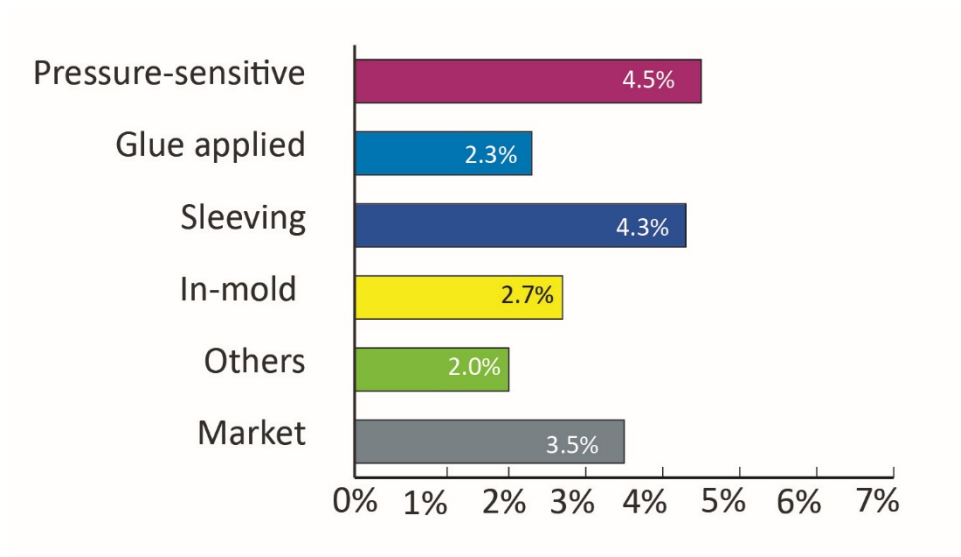
GLOBAL & REGIONAL LABEL MARKET GROWTH RATES



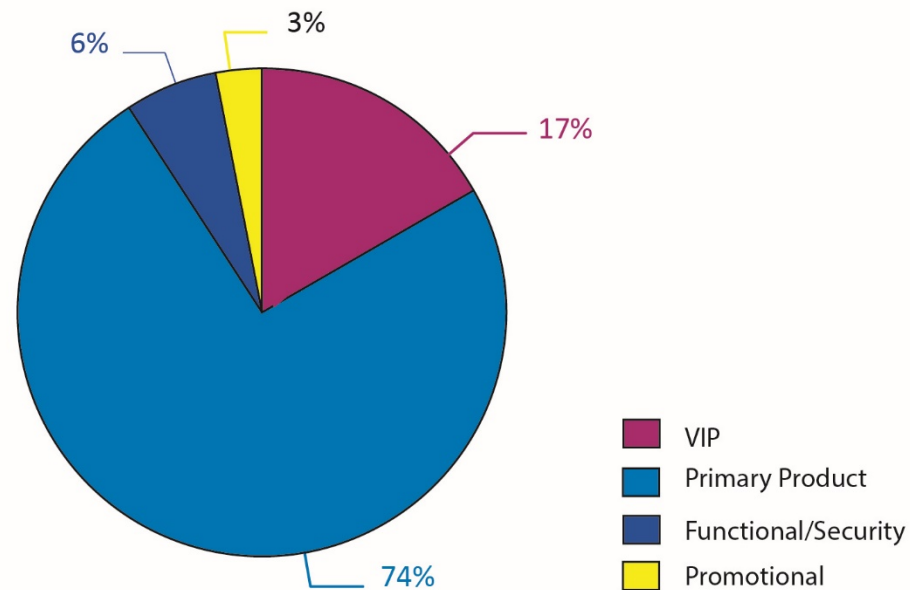
GLOBAL LABEL MARKET BY FORMAT



GLOBAL LABEL MARKET GROWTH BY FORMAT

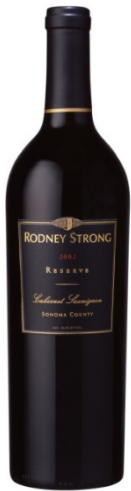


GLOBAL LABEL MARKETS BY APPLICATION



GLOBAL LABEL MARKET HIGHLIGHTS

- Label market closely tied to GDP Growth
- Experienced product development changes to drive cost out
- M&A Activity – consolidation and fragmentation throughout value chain
- Recycling, environmental and sustainability concerns
- Digital printing offering flexibility
- Alternative decoration methods also growing





THANK YOU

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