

Pressure Sensitive Adhesive (PSA) Tapes – A Global Market Overview

“The report reviews, analyzes and projects the global market for Pressure Sensitive Adhesive (PSA) Tapes for the period 2017-2026. PSA tapes analyzed in the study include packaging tapes, masking tapes, electrical & electronic tapes, double coated tapes, medical & hygiene tapes, adhesive transfer tapes and other PSA tapes. The report explores PSA tapes market with respect to backing materials segmented into polypropylene, paper, polyvinyl chloride and others.”

Published: August 2020

Report Code: CP066

Pages: 524

Charts: 445

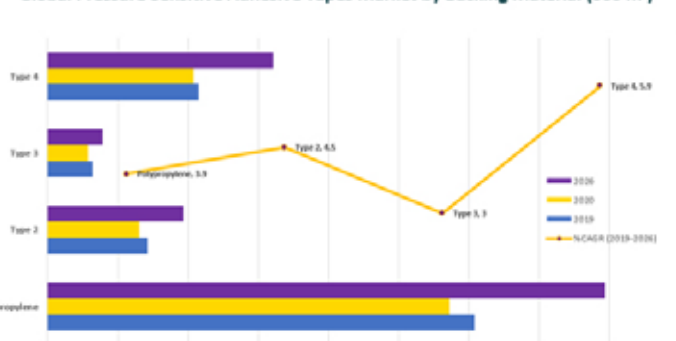
Price: \$4950 Single User License, \$7650 Enterprise License

Report Synopsis

Demand for packaging Pressure Sensitive Adhesive (PSA) tapes used in essential goods including food & beverage packaging, hygiene packaging and home products packaging has increased, whereas demand for these products in industrial, luxury and some B2B-transport packaging has declined. PSA tapes demand in e-commerce related packaging is expected to increase significantly in 2020. On the other hand, PSA packaging tapes demand in packaging applications in sectors like personal care & cosmetics, industrial, and B2B transportation is expected hit hard by the Covid-19 pandemic.

Polypropylene backed tapes are the leading segment in PSA tapes market globally, estimated at 59% in 2019. Further, this segment is forecast to register a CAGR of 3.9% during 2019-2026 period reaching 39.7 billion m² by 2026, retaining its leading position at 57%. Global PSA Tapes market is anticipated to grow negatively by 6% and 8% respectively for volume and value y-o-y 2019-2020.

Global Pressure Sensitive Adhesive Tapes Market by Backing Material (000 m²)



Source: Industry Experts, Inc. <https://industry-experts.com>

Research Findings & Coverage

- This global market research report on pressure sensitive adhesive (PSA) tapes analyzes the market with respect to tape types, backing material and adhesive technology
- PSA Tapes market size is estimated/projected in this report by tape type, backing material and by adhesive technology across all major countries
- Cold-temperature Installation and Performance Standards Adhered to by Novel Acrylic Adhesive Insulation Tapes
- Advanced PSA Tape Technology Expedites Assembly Operations in Several Industries

- Adhesive Tapes Now Being Made from Lignin
- Material Engineering Advancements Lead to Adhesives Replacing Mechanical Fasteners
- Key business trends focusing on product innovations/developments, M&As, JVs and other recent industry developments
- Major companies profiled – 89
- The industry guide includes the contact details for 324 companies

Product Outline

The market for types of PSA tapes studied in this report comprise the following:

- Packaging
- Masking
- Electrical & Electronic
- Double Coated
- Medical & Hygiene
- Adhesive Transfer
- Others

Backing Materials market of PSA Tapes analyzed in this report includes following:

- Polypropylene
- Paper
- Polyvinyl Chloride
- Others

The report explores the market of PSA Tapes by Adhesive Technologies comprises the following:

- Solvent Based
- Water Based
- Hot Melts
- Radiation Cured

Analysis Period, Units and Growth Rates

- The report reviews, analyzes and projects the global pressure sensitive adhesive (PSA) tapes market for the period 2017-2026 in terms of volume in square meters and value in US\$; and the compound annual growth rates (CAGRs) projected from 2019 through 2026 with focus on y-o-y growth for 2019-2020

Geographic Coverage

- **North America** (The United States and Mexico)
- **Europe** (Germany, France, Italy, Poland, Russia, Spain, the United Kingdom and Rest of Europe)
- **Asia-Pacific** (China, India, Indonesia, Japan, South Korea, Taiwan and Rest of Asia-Pacific)
- **South America** (Brazil, Argentina and Rest of South America)
- **Rest of World** (South Africa and Turkey)

SAMPLE COMPANY PROFILE

AVERY DENNISON CORPORATION (UNITED STATES)

207 Goode Avenue, Glendale, California 91203
Phone: (626) 304-2000
Website: www.averydennison.com

Business Overview

Avery Dennison Corporation, formed in 1990 through the merger of Avery International Corporation and Dennison Manufacturing Company, is one of the global leading manufacturers of display graphics, labeling and packaging materials, retail graphic embellishments and RFID tags. Avery Dennison is engaged in the production and supply of pressure-sensitive materials and a variety of tickets, tags, labels and other converted products; pressure-sensitive materials in converted form as tapes and reflective sheeting; and other converted products and items not involving pressure-sensitive components, such as fasteners, tickets, tags, radio-frequency identification ("RFID") inlays and tags, and imprinting equipment and related services. The Company operates through its three business segments - Label and Graphic Materials; Retail Branding and Information Solutions; and Industrial and Healthcare Materials. Headquartered in Glendale, CA, USA, Avery Dennison Corporation employs around 30,000 employees in over 50 countries with reported sales in 2017 of \$6.6 billion.

Business Segments

Label and Graphic Materials Segment produces and supplies Fasson®, JAC®, and Avery Dennison® brand pressure-sensitive label and packaging materials, Avery Dennison® and Mactac® brand graphics, and Avery Dennison® brand reflective products. These materials consist primarily of papers, plastic films, metal foils and fabrics, which are coated with internally-developed and purchased adhesives, and then laminated with specially-coated backing papers and films.

Retail Branding and Information Solutions Segment is engaged in the design, manufacture and supply of a wide variety of branding and information solutions to retailers, brand owners, apparel manufacturers, distributors and industrial customers. The branding solutions include creative services, brand embellishments, graphic tickets, tags, and labels, and sustainable packaging. This segments information solutions include item-level RFID solutions; visibility and loss prevention solutions; price ticketing and marking; care, content, and country of origin compliance solutions; and brand protection and security solutions.

Industrial and Healthcare Materials Segment manufactures and sells Fasson® and Avery Dennison® brand tapes and fasteners, Vancive™ brand medical pressure-sensitive adhesive (PSA) based materials and products, and performance polymers. The company's tape products include coated tapes and adhesive transfer tapes. This segment also manufactures and sells Yongle® brand tapes for wire harnessing and cable wrapping in automotive, electrical, and general industrial applications. The Company's Vancive brand products include an array of PSA materials and products that address the needs of medical device manufacturers, converters, clinicians, and patients for surgical, wound care, ostomy, diagnostic, electromedical and wearable device applications. Acquired in May 2017, Finesse Medical Ltd. has a range of products, including private-label wound and skin care devices, sold to medical device manufacturers and regional distributors.

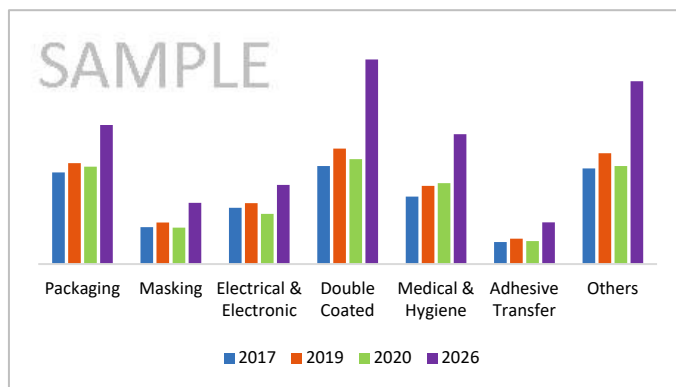
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SAMPLE TABLE/CHART

Glance at 2019 Global Pressure Sensitive Adhesive (PSA) Tapes Volume Market Share (%) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World



Asia-Pacific Pressure Sensitive Adhesive (PSA) Tapes Market Analysis (2017-2026) by Tape Type – Packaging, Masking, Electrical & Electronic, Double Coated, Medical & Hygiene, Adhesive Transfer and Others in USD Million



KEY PLAYERS PROFILED

- 3M Company
- American Biltrite Inc.
- Avery Dennison Corporation
- Berry Global, Inc.
- Denka Company Limited
- Intertape Polymer Group
- Lintec Corporation
- NAR S.p.A.
- Nichiban Company Limited
- Nitto Denko Corporation
- Oji Holdings Corporation
- PPM Industries S.p.A.
- Saint-Gobain
- Scapa Group PLC
- Sekisui Chemical Company Limited
- Shurtape Technologies, LLC
- SpecTape, Inc.
- Stokvis Tapes BV (Illinois Tool Works)
- tesa SE
- Vibac Group S.p.A.
- Yem Chio Co., Ltd.

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