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International Business Consultancy

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Alexander Watson Associates



# Regional Market Study

## North American Labeling and Stand-up Pouch Market 2017



North America

# North American Labeling and Stand-up Pouch Market Study 2017

**North American Labeling and Stand-up Pouch Market Study 2017** combines the experience in their respective fields from AWA Alexander Watson Associates and SCHÖNWALD CONSULTING.

Since 1980, AWA has regularly published comprehensive reports on label and product decoration markets, defining regional and application opportunities for all labeling formats. For nearly twenty years SCHÖNWALD CONSULTING is watching the market of stand-up pouches very carefully, and has prepared several single- and multi-client reports about the markets of stand-up pouches.

The market segments of stand-up pouches are split into retortable food, non-retortable food, retortable pet food, non-retortable pet food, beverages and non-food. **North American Labeling and Stand-up Pouch Market Study 2017** includes the consumption of the defined stand-up pouches by market segment in North America and by country. In addition data are provided about films/laminates used for stand-up pouches as well as about sales listed in US\$ showing the current financial issues and the further development for the next five years.

The Labeling section of **North American Labeling and Stand-up Pouch Market Study 2017** details the four main labeling technologies: Pressure-sensitive, glue applied, sleeving, and in-mold — and includes forecast growth for each. It includes a segmentation by label technology for North America and a segmentation by country. In addition, the North American label market is segmented by application category, end-use market, and material. The value chain tool is used to analyze the North American label market.

Research for this study is based on our internal databases of market information, a review of available published literature, an analysis of trade and industry statistics, and interviews with companies across the value chain, together with input from industry conferences and events.

## Cost

**North American Labeling and Stand-up Pouch Market Study** was published in August 2017.

The price of a single user license PDF is US\$ 4,600/€ 3,800

The price of a corporate site license PDF is US\$ 5,520/€ 4,560

Additional copies are available for US\$ 250/€ 200

AWA is the world's leading source for international market research reports and market data on the Labeling, Paper, Film, Packaging, Coating and converting sector.

SCHÖNWALD CONSULTING is an international business consultancy in the fields of packaging, plastics and environment.

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