

# South American Labeling and Product Decoration Market Study 2015

South America



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**South American Labeling and Product Decoration Market Study 2015** is the fourth assessment conducted by AWA of the current status of one of the world's developing label markets. The study details the current status of the South American label market, materials, and technologies with particular emphasis on the changing structure and trends within the sector, especially among material suppliers and converters.

The report details the total label market in South America, as well as the four main label technologies pressure-sensitive, glue applied, sleeve, and in-mold. The report segments the market by application category, end-use segment, and country/subregion. In the case of glue applied, sleeve, and in-mold labels, the market is also segmented by application technology. The report uses the value chain as a powerful tool to understand the label market in South America.

The report is a must-read for all companies active in the South American label market or interested in getting involved in this market. It contains a detailed analysis of the current market situation as well as a forecast until 2019.

### Scope of the report

**South American Labeling and Product Decoration Market Study 2015** focuses on the materials used in the production of labels of all types, and on the markets and market trends. The major labeling technologies are described in detail with AWA value chain diagrams provided for the leading label formats.

Research for this study is based on our internal database of label 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 inputs from AWA industry conferences and events specific to the labeling industry.

### Cost

**South American Labeling and Product Decoration Market Study 2015** was published in July 2015.

The price of a single user license PDF is US\$ 4,200/€ 3,800

The price of a corporate site license PDF is US\$ 6,300/€ 5,700

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

There is a US\$ 85/€ 60 charge for handling & processing

**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. We provide you with the latest data on international and regional markets, key industries, the top companies, new products and the latest trends.**

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