

## Exclusive Member-discounted offer: New Afera Edition of AWA market study provides data and unique insights into trends

In the runup to our [Thessaloniki Conference](#) at the end of September, Afera has partnered with market intelligence and business insights firm AWA Alexander Watson Associates for an exclusive *European Specialty Pressure-Sensitive Tape Market Report 2024: Afera Edition*.



### A market with significant growth potential

Specialty pressure-sensitive tapes (PSTs) are used for many applications, making the market difficult to understand. However, specialty PSTs offer enormous opportunities as modern, reliable alternatives to other technologies.

The new, exclusive *European Specialty Pressure-Sensitive Tape Market Report 2024: Afera Edition* provides an overview of this complex and often dynamic industry. *The Report* dives into the trends in the specialty PSTs industry by looking at the market from both global and European application and materials perspectives. As a market with significant growth potential, specialty PSTs are analysed in terms of today's market, its development over the next three years, and the trends and developments which will drive growth.

The tapes market has undergone modest changes since 2021, with fluctuations particularly in industrial applications. These fluctuations have been caused by a housing market crash in China and weak domestic construction demand in Europe. The latest European specialty tapes report explores the growth drivers affecting the main end use segments while examining the market from a 2019 baseline. Using the last few years as a reference point distorts the overall growth perspective.

*The Report* will provide a breakdown of the automotive tapes market, distinguishing between internal combustion engine (traditional) vehicles and electric vehicles (EV). This segmentation is important, because various regions have different rates of adopting EV passenger vehicles that can be influenced by vehicle pricing, urbanisation and consumer behaviour.



**AWA Global Specialty Pressure-sensitive  
Tape Market Report 2024**

**GET 30% OFF WITH  
THE CODE: AFERA24**




### What makes the Afera report special?

*The European Specialty Pressure-Sensitive Tape Market Report 2024: Afera Edition* is your go-to source for invaluable market intelligence, including

- Understanding differences and complexities in Europe
- Gaining insights into the dynamics of different applications segments
- Recognising which application segments and regions are driving overall growth
- Getting the full picture of developments in materials used
- Understanding how the market is structured and who the leading companies are in the industry
- Seeing the market quantified in Europe in terms of application segments and material types
- Breaking down the automotive tapes market.



**AWA Specialty Pressure-sensitive  
Tape European Market Report 2024**

**Special Prize for Afera  
Conference: 800 €**




### Afera Members benefit from special offer on tailored European study

With the special [Afera access link](#), you can purchase the market report at just \$800. In addition, Afera Members can opt for [the global version of the tapes market report](#) at a 30% discount using coupon code **AFERA24**.

AWA Manager Market Intelligence & Business Insights Anum Javed Beg will be on hand at Afera's upcoming Annual Conference at the Hyatt Regency in Thessaloniki, Greece, where she will present "Global and European market data report: AWA's Global specialty pressure-sensitive tapes market 2024 plus trends and other insights" on 25 September.

For more programme and registration details about Afera's upcoming 67<sup>th</sup> Annual Conference, visit <https://www.aferatapeconference.com/>.