

# Afera and AWA prepare next yearly European tape market report

As AWA launches its latest release-liner study, preparations are underway for Afera's next yearly, Member-exclusive European tape market report.



AWA Alexander Watson Associates has launched its new [AWA Release Liner Market Report 2026](#), continuing one of the industry's longest-running and most respected sources of market intelligence for the global release-liner sector. Through Afera's partnership with AWA, Afera Members receive a 20% discount on the publication.

At the same time, preparations are already underway for the next edition of Afera's own yearly market-

intelligence benefit: the [Afera European Pressure-Sensitive Tape Market Report 2026](#), which AWA plans to release in June 2026 exclusively for Afera Members.

The upcoming study builds on the successful launch earlier this year of the inaugural *Afera European Pressure-Sensitive Tape Market Report 2025* — the first tangible outcome of Afera's updated 2025–2030 Strategy and its dedicated Market Intelligence pillar. Developed specifically for Afera Members in partnership with AWA, the report provides reliable, Europe-focused data and analysis on the pressure-sensitive tape market and is distributed free of charge to all Member Companies.

AWA Release Liner Market Report 2026

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## Refining and strengthening the 2026 edition

The 2026 edition will continue the same overall concept while incorporating updates and refinements discussed directly between Afera and AWA during the Afera Marketing Committee Meeting held in Amsterdam in March 2026. AWA colleagues attended the meeting in person to review feedback from the inaugural edition with [Committee Members](#) and ensure that the next report is as relevant, practical and high-quality as possible for Afera's Membership.

As with the 2025 edition, the study will be extracted and refined from AWA's broader global pressure-sensitive tape research and tailored specifically to the European market. It is expected to include updated market-size data, end-use segmentation, market-structure analysis, regional comparisons, and selected trends and growth drivers relevant to the European adhesive tape industry.

The publication remains unique within trade-association memberships: a substantial, professionally developed market report made available free of charge and exclusively to Afera Members as part of the Association's yearly benefits package.

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## Strong support across the value chain

The *Afera European Pressure-Sensitive Tape Market Report 2026* is being supported by companies from across the adhesive-tape value chain.



Confirmed Platinum Supporters:

- H.B. Fuller
- Loparex
- Nowofol
- Valco Melton

Confirmed Key Supporters:

- BASF
- Sekisui Alveo
- Siliconature
- Synthomer

Support opportunities and additional information about the initiative are available in the Afera European Tape Week 2026 [sponsorship materials](#).

In recognition of their support, all Platinum Supporters will receive a copy of [AWA's full global pressure-sensitive tape study](#), valued at €5.760.

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## Market intelligence takes centre stage in Porto

Market intelligence will also feature prominently during the 69<sup>th</sup> Afera Annual Conference at the 2<sup>nd</sup> European Tape Week in Porto this September. According to the [current programme](#), Corey Reardon, president and CEO of AWA, together with Alfredo Gasca, consultant, market intelligence and business intelligence at AWA, will present an update on AWA's global specialty pressure-sensitive tapes market research, trends and related insights.

The session is expected to provide additional perspective on both the European and global tape markets and will give participants an opportunity to discuss current developments directly with AWA's market-intelligence specialists and ask questions about both the European and global studies.

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## Expanding Afera's Market Intelligence platform

With the launch of a yearly *Afera European Pressure-Sensitive Tape Market Report*, Afera continues to strengthen its role as a provider of trusted technical, regulatory and market information for the European adhesive tape industry.

Together with resources such as the [Afera Test Methods Manual](#), [Regulatory Affairs Working Group](#) activities, [sustainability initiatives](#) and Member surveys, the report reflects Afera's broader objective of strengthening knowledge-sharing, competitiveness and strategic insight across the industry.

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## Further information

- [Afera European Pressure-Sensitive Tape Market Report 2025](#)
- [Afera European Tape Week 2026 Sponsorship brochure](#)

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