

Afera releases second annual European Pressure-Sensitive Tape Market Report



The 2026 Member-exclusive study delivers updated European market intelligence, greater automotive detail and expanded European and global comparisons, with AWA taking Members further into the data at European Tape Week in Porto.

Afera has released the *Afera European Pressure-Sensitive Tape Market Report 2026*, the second edition of its yearly, Member-exclusive market intelligence publication developed in close collaboration with AWA Alexander Watson Associates.

Following the strong reception of the inaugural 2025 edition, Afera's leadership established the report as a free annual benefit for all Afera Member Companies under the Market Intelligence pillar of the Association's 2025–2030 Strategy.

Extracted and refined from AWA's *Global Pressure-Sensitive Tape Market Report 2026*, the Afera edition provides independent, Europe-focused insight into the size, structure and development of the pressure-sensitive tape market while retaining the international context needed to understand Europe's position within the global industry.

Updated intelligence with greater depth

The report covers the main categories of specialty, packaging, masking and consumer tapes, providing information on market size and structure, end-use segmentation, tape materials, market influences, raw-material developments, growth drivers and forecasts. Specialty tapes receive particularly detailed treatment, including automotive, aerospace, electronics, electrical, building and construction, medical and other major end-use applications.

While the overall structure remains consistent with the inaugural report, the 2026 edition introduces important improvements. Most notably, it provides greater detail on the automotive market and expands the European-global perspective, with more direct comparisons between Europe, the global market and other regions across product mix, tape materials, specialty-tape end uses and market outlook.

These developments stem directly from Member input. During Afera's Marketing Committee Meeting in Amsterdam in March, Charles Reardon and Catalina Steenbakkens of AWA reviewed the first edition with Committee Members. Feedback called for greater granularity in important end-use sectors, richer

market context, additional international comparisons and deeper analysis of developing trends. AWA incorporated a number of these recommendations into the new edition.

Members continue to shape the report

Afera and AWA intend the publication to continue evolving in response to the needs of the European adhesive tape industry. Following the 2026 release, Members were invited to say what they found most valuable, identify topics they would like to see added or expanded and submit questions for AWA to address during European Tape Week. This feedback will inform future editions and also feed directly into this year's discussion in Porto.

Dive deeper at European Tape Week

Members will have the opportunity to explore the report and its wider market context during Afera's 69th Annual Conference at European Tape Week 2026.

On Thursday, 24 September, from 14.40 to 15.05, AWA President & CEO Corey Reardon and Alfredo Gasca, consultant on market and business intelligence, will present "Global and European market data report update: AWA's Global specialty pressure sensitive tapes market 2026 plus trends and other insights". The presentation forms part of the Annual Conference's Market data & trends session.

With Members already having received Afera's European edition, the Porto session is designed to take the discussion further. AWA will draw on its broader global research to provide additional data and context, while Members will be able to ask questions about the European report and gain a better understanding of how the underlying market information is gathered, analysed and interpreted.

Questions submitted by Members in advance will also be shared with Mr. Reardon and Mr. Gasca, and the afternoon programme includes a subsequent panel discussion and audience Q&A.



Afera
The European Adhesive Tape Association

WHERE THE EUROPEAN
ADHESIVE TAPE INDUSTRY
SHAPES WHAT'S NEXT

**SEE YOU IN
PORTO.**

**EUROPEAN TAPE WEEK RETURNS
20-24 SEPTEMBER 2027**

PESTANA DOURO RIVERSIDE HOTEL, PORTO, PORTUGAL

**THIS YEAR
21-25
SEPTEMBER 2026**

WANT TO DIVE DEEPER INTO THIS REPORT?
The 2nd Afera ETW takes place this September in Porto. Join 200+ industry leaders for 5 days of knowledge, networking and collaboration. And don't miss your chance to learn more global market data and ask questions during AWA's presentation and panel discussion during our **Market Data & Trends Session** of the Annual Conference on Thursday afternoon, 24 September.

**THE NEXT
AFERA EUROPEAN
PRESSURE-SENSITIVE TAPE
MARKET REPORT 2027**

will be released ahead of
European Tape Week 2027,
providing essential data and insights
to inform your strategy.

ONE WEEK
The entire value chain
in one place

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Business, technology,
markets and more

STRONGER TOGETHER
Build connections that
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STRATEGY.
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NETWORKING.**

Stronger support across the value chain

The development of the report as an annual Member benefit is made possible through financial support from companies across the adhesive tape value chain.

Afera gratefully acknowledges its **2026 Platinum Supporters**:

[H.B. Fuller](#) • [Loparex](#) • [Nowofol](#) • [Valco Melton](#)

and its **Key Supporters**:

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Their commitment enables Afera to provide this professionally developed market study free of charge to all Member Companies. Afera sincerely thanks all nine Supporters for helping make the project possible, as well as AWA for its research expertise, analytical work and close collaboration with Afera and its Members. The underlying study remains independent and free from sponsor influence, preserving the neutrality and analytical integrity fundamental to its value.

An established annual Member benefit

Members receive both print and screen-read versions of the password-protected report for internal company use only. What began in 2025 as the first tangible outcome of Afera's Market Intelligence pillar is now an established annual Membership benefit. Members are encouraged to explore the new edition ahead of European Tape Week, bring their questions to Porto and continue sharing feedback to help Afera and AWA shape the 2027 report.

Further information

- [*Afera European Pressure-Sensitive Tape Market Report 2025*](#)
- [*Publications \(Members only\)*](#)
