



Closing the loop on market insight: Freedonia to deliver strategic outlook on commodity pressure sensitive tapes at Afera European Tape Week

Gain a clear perspective on where the global commodity tape market is headed. Join us on the final day of Afera's Annual Conference for an exclusive presentation by Freedonia, offering essential market data, strategic insights and a preview of current industry research.



After a week of technical breakthroughs, sustainability dialogues, regulatory insights and economic foresight, [Afera European Tape Week 2025](#) will conclude with a forward-looking presentation that delivers key insight into the state and direction of the global commodity pressure sensitive tapes (PSA) market. On Friday, 26 September, during the "Current Tape Applications & Technology Highlights" session, Megan Pickette of The Freedonia Group will present highlights from their newly launched *Freedonia Global Pressure Sensitive Tapes 2025* industry report, offering a strategic view of market developments and growth trends.

Brenden Drijgers of Kraton Corporation and Afera's Marketing Committee will follow with a preview of Afera's upcoming Member survey, highlighting its objectives and key areas of industry focus. The survey is being designed to capture fresh market insights directly from within the European tape value chain.

This session will follow a related presentation by AWA Alexander Watson Associates, which will focus on the speciality tapes market. Together, these presentations will offer a well-rounded view of the pressure sensitive tape industry across its full spectrum.

Ms. Pickette's presentation will cover key developments in the commodity tapes market, including:

- **Market drivers:** What's shaping demand across commodity tapes? The analysis will touch on technical innovation, regulatory pressures and downstream trends—particularly in packaging, retail and e-commerce.
- **Europe vs. global trends:** A comparative look at E.U.-specific developments versus broader global shifts.
- **PSA market outlook:** Projections for global PSA volumes and growth (CAGR), segmented by technology, product type and region.
- **Packaging tape trends:** Volume developments broken down by raw material, region and technology, along with growing interest in recyclable and compostable formats.

When: Friday, 26 September, 11:35 – 12:05

Where: Grand Ballroom, Hyatt Regency Thessaloniki

Speakers:

- Megan Pickette, VP Administration and Publishing Content, The Freedonia Group (USA), presenting the *Freedonia Global Pressure Sensitive Tapes 2025* industry report (via live video link)
- Brenden Drijgers, Marketing Manager, Kraton Corporation (The Netherlands) / Afera Marketing Committee Member, presenting the Afera Member survey overview.



Special offer for Afera Members

Freedonia is offering **Afera Members a 20% discount** on the newly released *Global Pressure Sensitive Tapes 2025* industry report. Use promotional code **AFERASAVE20** at checkout. The offer is valid through **30 September 2025**.

More information is available at <https://www.freedoniagroup.com/industry-study/global-pressure-sensitive-tapes>, and a sample of the report can be downloaded at <https://afera.com/uploads/Bestanden/Papers%20Annual%20Conference/Sample%20Report%20Freedonia.pdf>

For more information or to register for Afera European Tape Week 2025, visit www.aferauropeantapeweek.com.