

PSA tape and specialty tape market data and trends: 2023 AWA preliminary study results update



AWA Alexander Watson Associates are publishing the **AWAreness™ Report Global Specialty Pressure-sensitive Tape Market 2023**. Afera members get a preview of the statistics, technical data and trends included this report. The study is slated for release in Q2 2023, and this article offers a preview of its findings. Afera members benefit from a 20% discount on the report. Please use the coupon code `afera20` to benefit from this discount.

According to AWA, Europe accounts for 17% of global adhesive tape volume in 2022.

The global specialty PSA tape market was 7.7 bsm or 15% of the total global tape market. 19% of this lay in Europe.

The largest 4 segments of the global specialty tape market were electronics (17%), medical (15%), automotive (14%) and white goods (13%).

PVC, PET, paper, woven and foam make up 73% of the materials used for production.

The global specialty tape market increased 2.7% in volume in 2022.

Definition and methodology

AWA's insights stem from research that AWA conducts on an ongoing basis in a fairly rigorous manner over time. This research includes explanations of market definitions, the integrity of AWA's data collecting and how that body of research is presented.

Methodology in defining the tape market often focuses on products, application segments and types of tapes produced (e.g. packaging, masking, consumer/office, and specialty tapes). AWA's focus is on specialty tapes in the context of the total global tape market.

AWA's methodology for collecting statistics for the adhesive tape market is based on primary and secondary data collection, like all quality market research methodologies. The broader pressure sensitive industry, however, is one of the key verticals that AWA focuses on within the broader paper/film/packaging/coating/-converting sector. This includes pressure sensitive labels, tapes, adhesives, graphic films, medical products, release liners and all the various components that go into pressure sensitive materials. AWA therefore crosschecks its data for the specialty tape market with the work it performs in the adhesives, release liner and other pressure sensitive materials markets.

Tape segments



Geographic definition

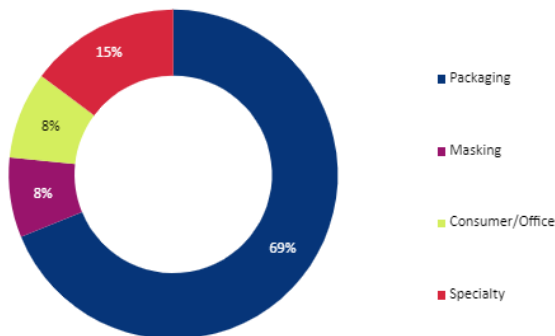
When discussing growth rates and volumes, AWA divides the global market into the following key graphic regions:

- North America, including Canada, the U.S. and Mexico
- South America, including Central and South America
- Africa and the Middle East
- Europe, including Russia, and
- Asia Pacific, including China, India, Pakistan, Southeast Asia, Australia, Korea, Japan and Taiwan.

Product type

AWA defines the worldwide tape market in terms of 4 primary groupings:

- Packaging tapes
- Masking tapes
- Consumer/office tapes, and
- Specialty tapes.



The largest of the tape categories is **packaging tapes**, representing 69% of the global volume. Many would consider packaging tapes a commodity, although in some cases they have specialty characteristics. But packaging tapes are typically self-wound pressure sensitive tapes, with a wide variety of materials used for carton sealing and other strapping and packaging applications.

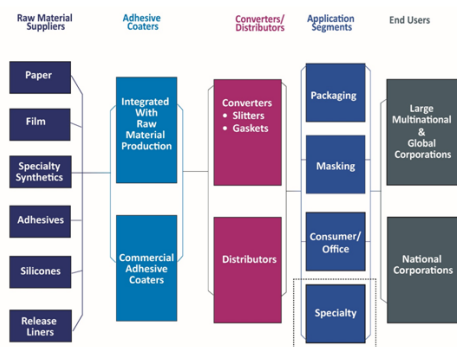
Also important to define are **consumer/office tapes** (8%)—tapes for the consumer—which are self-wound, double-sided tapes that are usually clear or transparent and used in office or home applications.

Masking tapes (8%) are used for covering or masking materials for coating, painting, etc., which is a significant market for tapes.

The most important category of AWA's study, **specialty tapes**, represents 15% of the total volume produced, i.e. 7.7 bsm worldwide. Specialty tapes encompass a wide range of specialty constructions and applications characterised by different performance and application properties. Specialty tapes are often customised solutions in various formats made from a broad range of materials for a broad range of applications.

Value chain

The tape market value chain consists of raw materials suppliers, adhesive coaters, converters, distributors and users, which supply and utilise all these categories of packaging, masking, consumer/office and specialty tapes. In certain areas of this complex value chain, there is forward and backward in product creation. AWA discusses the supply side of the value chain mainly in terms of raw materials supply, as well as the number of tapes used and growth rates from the adhesive coater viewpoint.



The total tape market by region

55% of tapes across all application segments is produced in the Asia Pacific region. 17% and 19% is produced in Europe and North America, respectively, and 5% and 4% in South America and Africa & the Middle East, respectively.

With over half of tape production worldwide, Asia Pacific is the key driver for the total tape market. For the specialty tape market, which makes up 15% of total tape production, Asia Pacific also dominates.

Global specialty pressure-sensitive tape market

When discussing the 15% of specialty tape of the total tapes produced worldwide, we see a similar but slightly adjusted picture from the global tape market breakdown, with Asia here representing 51% of the total. This is followed by North America with 22%, Europe at 19%, and South America and Africa & the Middle East at 4% and 4%, respectively.

The Asia Pacific region clearly continues to be a driver of growth and volume for the specialty tape market too.

Specialty tape market by segment

In continually working with leading producers across the specialty tape value chain, AWA has determined its segmentation of the market by application that is most applicable for the majority of players in the market. Certainly the largest sections globally are electronics (17%), medical (15%), automotive (14%), white goods (13%), with total market growth in 2022 at 2.7%.

Specialty tape market by material

The majority of the materials that make up tapes are PVC, woven, PET, foam, and paper materials. Although the other materials are important, especially in certain niches, these 5 materials represent 73% of the materials used to produce tapes.

Market growth

AWA estimates that the global market for specialty pressure-sensitive tapes grew 2.7% in 2022. This varies by region, application, and material. Regionally Asia shows the highest growth at 3.5%. The aerospace segment has showed the highest growth in 2022 globally.

There are certain application areas which will be higher-growth than others. And there are certain niches within the specialty tape market.

Trends

Trends and developments related to specialty pressure-sensitive tapes include the following:

Demographics	<ul style="list-style-type: none"> Population growth Urbanization 	<ul style="list-style-type: none"> Aging Number of households
Consumer lifestyles	<ul style="list-style-type: none"> Convenience Services 	<ul style="list-style-type: none"> Luxury & Premium Products
Economy	<ul style="list-style-type: none"> Disposable incomes Growth 	<ul style="list-style-type: none"> Retail sector development
Manufacturing	<ul style="list-style-type: none"> Competitiveness Digitalization 	<ul style="list-style-type: none"> Materials / Competition
Sustainability	<ul style="list-style-type: none"> Renewability Recyclability 	<ul style="list-style-type: none"> Waste reduction Circular Economy
Legal	<ul style="list-style-type: none"> Health & Safety Security 	<ul style="list-style-type: none"> Product requirements

- **Global Economy** – Economic slowdown is projected for the next few years as a result of dampening consumer demand, unprecedented inflation, continued supply chain disruptions and geopolitical circumstances.
- **Demographic Trend** – Declining birth rates, combined with increases in life expectancy, are leading to population aging. Aging puts pressure on healthcare systems globally, and creates demand for hygiene and medical supplies, as well as impacting social security systems and the provision of pensions.
- **High polarization** - On one hand the prices are driven down by low demanding applications of tapes. On the other hand, the high technology application where new adhesive and tape solutions are being developed to be used where tapes have not been used before.
- **Technology Trends** - The functionality of specialty tapes comes from the development of adhesives. New adhesive solutions that are formulated to deliver in extreme conditions like freezing, heat or damp will offer new opportunities to tapes.
- **Supply Chain trends** – Volatility of the cost of raw materials is driven by concentration and fewer suppliers and natural resources shortages. The industry is currently facing historical raw material cost increases.
- **Environmental issues** – Specialty tape end users are facing issues like sustainability, recyclability, corporate responsibility and demand for low-carbon products in their manufacturing. Also, the use of solvents are predicted to decline due to the environmental reasons as the water-based and hot melt are predicted to grow. In Europe specifically, the European Green Deal will lead to a host of new regulations that will likely impact the tapes industry.

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More information about the AWAreness™ Report Global Specialty Pressure-sensitive Tape Market 2023 can be found here. <https://awa-bv.com/product/awareness-report-global-specialty-pressure-sensitive-tape-market/>. The coupon code for Afera members to redeem their 20% discount is: afera20