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OVERVIEW OF THE PRESSURE SENSITIVE ADHESIVES MARKET

The presentation provided by AWA will showcase the company's findings in the Pressure-sensitive Label and Specialty Pressure-Sensitive Tapes markets – two of the largest contributors to the use of adhesives in the labeling and packaging space. The former focusing on FMCGs such as that of food and beverages, and the latter providing insight into specialized tapes such as those used in automotive or building/construction.

The speaker shall stratify these two markets based on the respective material and end-use segments, providing growth projections, opportunities, threats, and expected market trends up to 2026.