

**EPHRAIM REYES**  
**AWA Alexander Watson Associates; NL-Amsterdam**



## **GLOBAL AND EUROPEAN OVERVIEW OF THE PSA AND HMPSA MARKET**

This presentation by AWA will explore adhesive market growth trends from both a global and European perspective. It will highlight key end-use segments and applications driving increased adhesive production and demand, while also addressing potential market challenges on the horizon. The presentation will offer detailed insights into adhesive usage in labelstock, tapes, and graphic art applications.