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GLOBAL PRESSURE-SENSITIVE ADHESIVES MARKET OVERVIEW

ABSTRACT

This session presents the 2026 update of AWA's global and European Pressure-Sensitive Adhesive market data, drawing on AWA Pressure-Sensitive Adhesives Market Report 2026. Using 2025 base-year data with forecasts up to 2028, it reviews the global market by region, adhesive technology, and market segment. The presentation gives special attention to the European PS Adhesive market by looking at the two biggest market segments of adhesives, Tapes and Labelstock. The session ends with a look at the biggest trends driving PS Adhesives demand in Europe.

