



LABELEXPO MEXICO

POST SHOW REPORT



1 - 3 April • Guadalajara

**LABELEXPO
MEXICO 2025**

www.labelexpo-mexico.com

OVERVIEW

6,655

Visitors



15%
INCREASE
FROM 2023

66%

Exhibitors rebooked onsite



6,900

Net square meters



50%
LARGER
EXHIBIT
FLOOR THAN
2023

52

Countries represented

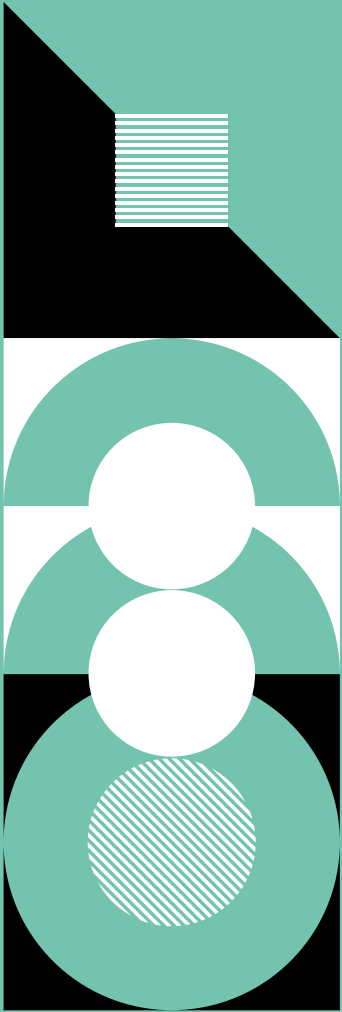
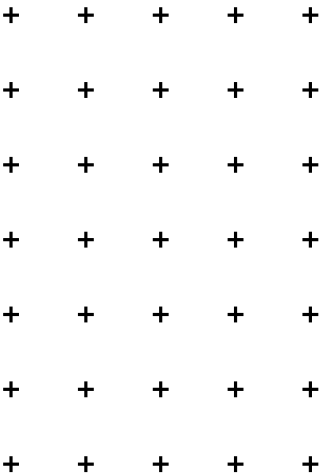


207

Exhibitors



43%
MORE
THAN 2023



TOP 10 ATTENDING COUNTRIES



Mexico



United States



Colombia



Costa Rica



Guatemala



China



Brazil



Ecuador



Peru



Argentina

WE ALSO HAD ATTENDEES FROM:

SOUTH AMERICA

- Chile
- Venezuela, Bolivarian Republic of
- Honduras
- Guyana

CENTRAL AMERICA

- Panama
- El Salvador

EUROPE

- Italy
- Denmark
- The Netherlands
- Germany
- United Kingdom
- Switzerland
- Spain
- Poland
- France

Monaco

- Finland
- Türkiye
- Slovenia
- Austria
- Montenegro
- Belgium
- Sweden
- Portugal
- Greece

ASIA

- India
- Japan
- Korea, Republic of
- Taiwan (Province of)
- Viet Nam
- Singapore
- Malayasia
- Hong Kong

OCEANIA

- Australia

MIDDLE EAST

- United Arab Emirates

AFRICA

- Egypt
- Congo
- Mayotte

NORTH AMERICA

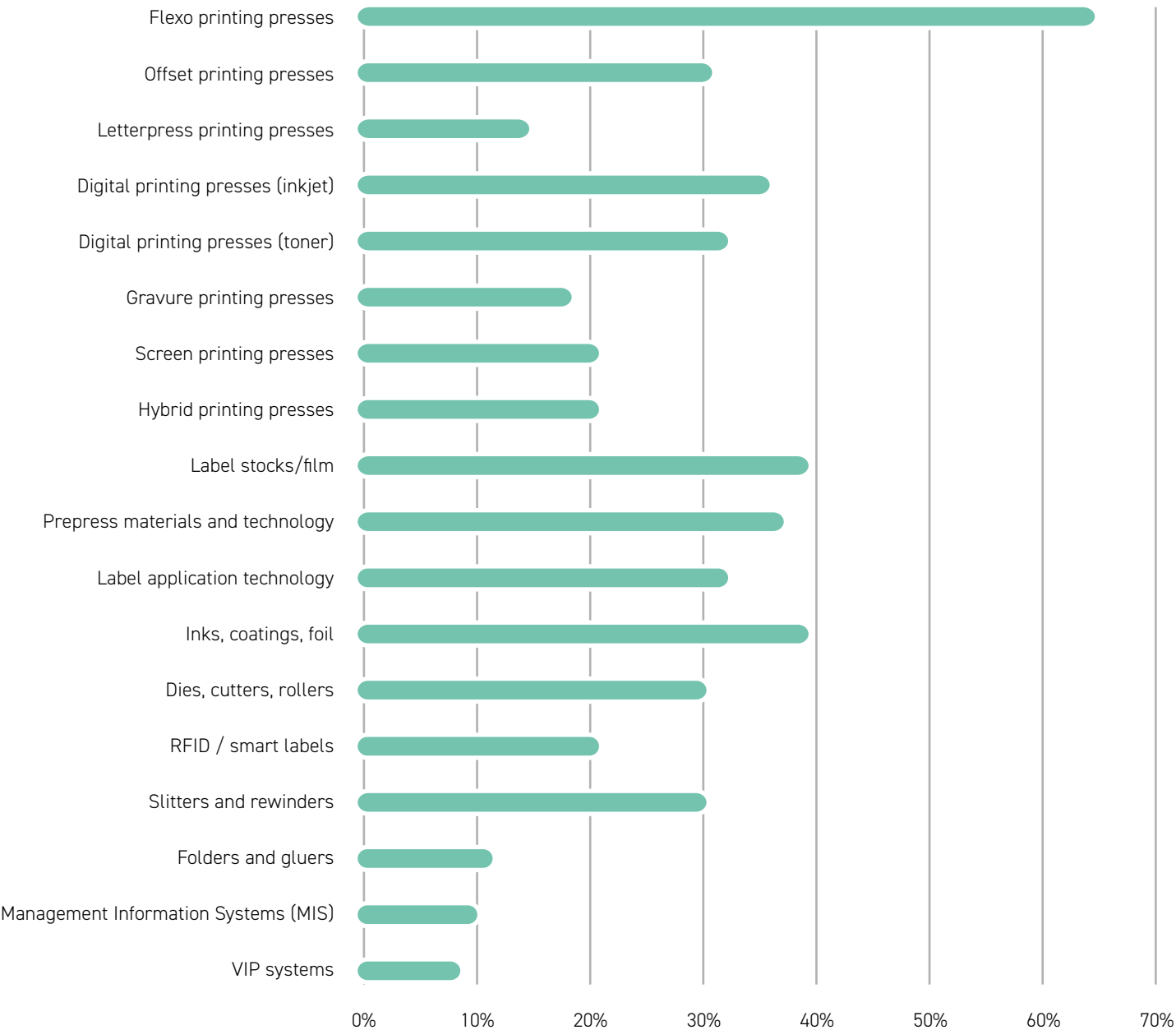
- Canada
- Puerto Rico
- Dominican Republic

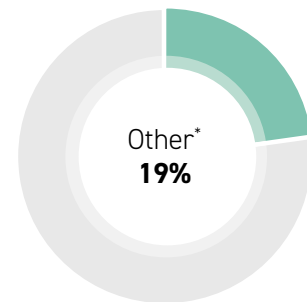
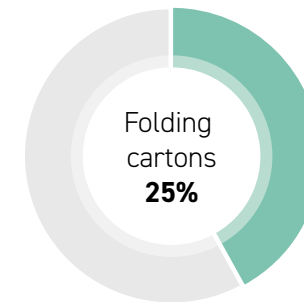
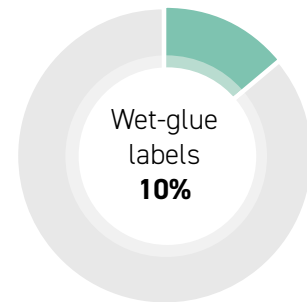
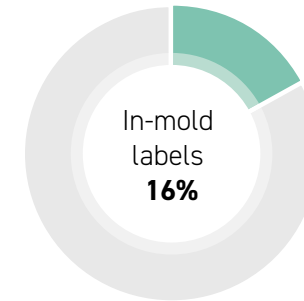
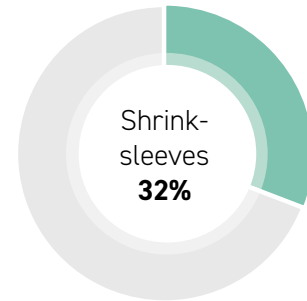
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ATTENDEE
PROFILE:
INTEREST
IN PRESS
TECHNOLOGY

+	+	+	+	+
+	+	+	+	+
+	+	+	+	+
+	+	+	+	+
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of visitors are involved in the purchasing decision process



WWW.LABELEXPO-MEXICO.COM

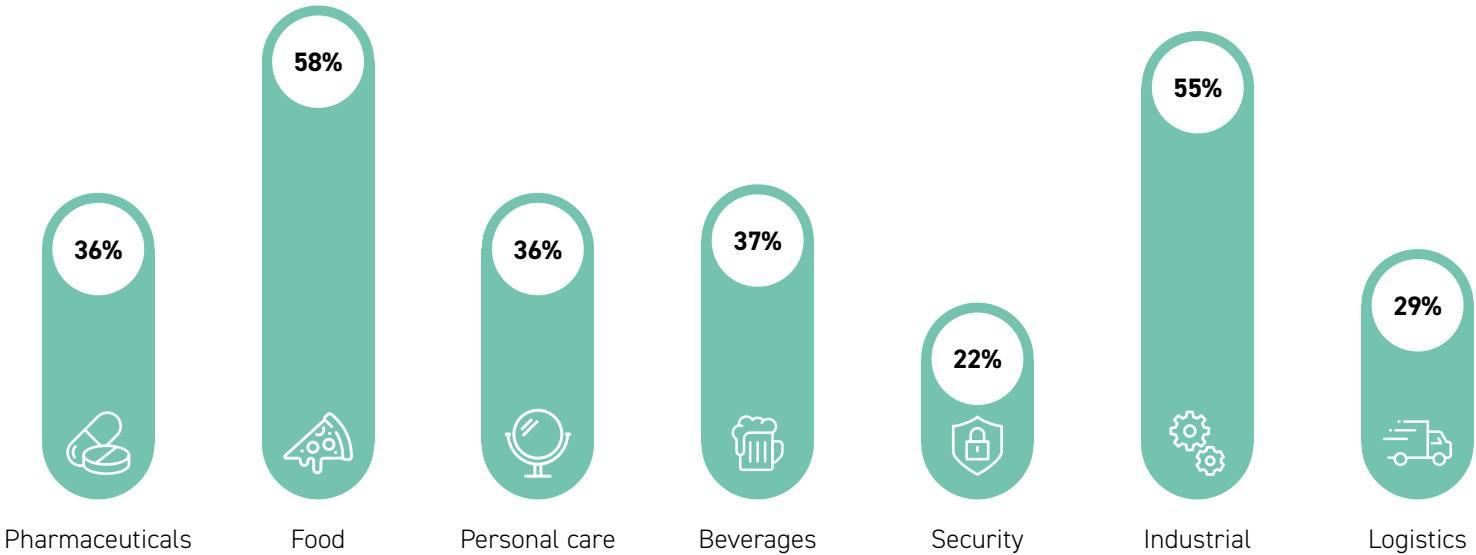
ATTENDEE
PROFILE:
INVOLVEMENT



Printer / converter	42%
Brand owner or buyer of labels / packaging	11%
Designer	11%
Manufacturer / supplier to the industry	36%

ATTENDEE
PROFILE: SECTOR

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PRE-SHOW
WEBINAR

WEBINAR

**LATEST TRENDS IN THE
MEXICAN LABEL AND
PACKAGING MARKET**

TUESDAY 25 MARCH
10:00 AM CDT

**LABELS &
LABELING**

Labels & Labeling hosted a pre-show webinar exploring the key trends in the Mexican label and packaging market on 25 March.

James Quirk, Labels & Labeling's Latin America correspondent, moderated the one-hour session, featuring an in-depth industry discussion with panelists Cristian Reyes, director general of Mayapack; Martin Maldonado, president of FTA Mexico; and Francisco Jimenez, Latin America applications manager at Esko. This discussion was followed by a preview of the key technologies on display at Labelexpo Mexico 2025.

MODERATOR



JAMES QUIRK

FREELANCE WRITER
AND CONSULTANT

PANELISTS



CRISTIAN REYES

DIRECTOR GENERAL,
MAYAPACK



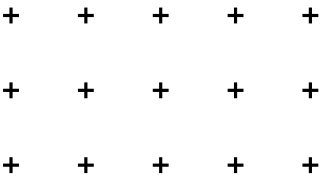
MARTIN MALDONADO

PRESIDENT, FTA MEXICO



FRANCISCO JIMENEZ

APPLICATIONS MANAGER
LATIN AMERICA, ESKO



OPENING
CEREMONY

Labelexpo Mexico 2025 opened on 1 April with a ribbon-cutting ceremony attended by ANPACK President Keren Becerra; FTA Mexico President Martin Maldonado; Labelexpo Global Series Managing Director Jade Grace; Labelexpo Group Director – Americas Tasha Ventimiglia; and Event Manager Mirco Mazzarella.

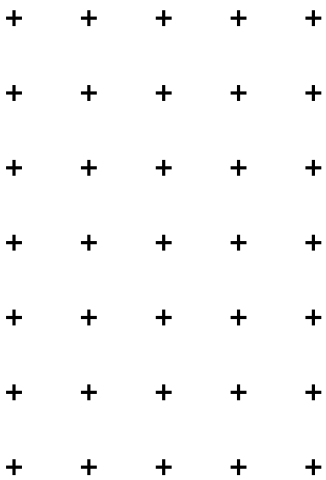
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NETWORKING

Mujeres Que Imprimen, a regional professional network of women in the print and graphics arts industry, held a meet-up on the exhibit floor on Day 1 of Labelexpo Mexico 2025.

More than 40 women joined this gathering to network, discuss latest industry trends, and see the newest technologies and services on display at the show.



MARKETING
CAMPAIGN -
OVERVIEW

9,997,499 

Google display advertising impressions

14 

Members of the press in attendance

2,124,242 

Google video advertising impressions

21 

Media partners

14,114,244 

Meta display advertising impressions

33 

Email blasts

352,989 

LinkedIn advertising impressions

3 

Press releases

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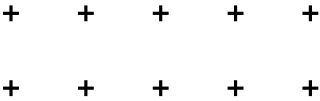
MARKETING
CAMPAIGN



PROMOTIONAL
VIDEOS



Promotional videos were also available in English.



FEEDBACK
PART 1

Labelexpo Mexico 2025 was a tremendous success for Mark Andy. Our booth saw steady traffic from converters and deep interest in our presses and finishing systems, as well as in Mark Andy Print Products (MAPP). We were proud to officially introduce our new in-country service infrastructure in Mexico, underscoring our long-term commitment to the country's label and printed packaging converters. Mexico continues to be a key growth market for Mark Andy, and Labelexpo was the ideal platform to deepen relationships and expand our presence.

Duane Pekar
MARK ANDY

Labelexpo Mexico 2025 was an outstanding show for Martin Automatic. It allowed us to connect with both existing customers and new prospects in the Latin American market. The quality of attendees exceeded our expectations, with meaningful conversations and some new sales orders. The show was well organized with great support from the event team before and during the exhibition. We were impressed by the energy on the show floor and are looking forward to participating in the next Labelexpo Mexico.

Mike Jelinsky
MARTIN AUTOMATIC

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Labelexpo Mexico this year was larger than previous shows in the region and showed the growing of this market in Latin America. The GEW booth was busy with existing customers and new prospects throughout the show. We successfully closed a significant amount of business in the booth and opened several new opportunities for the near and far future.

Amir Dekel
GEW, INC

Labelexpo Mexico was a great show. We presented our portfolio to all the Mexican market and we noticed how this industry is growing.

Genaro Aguilar
GBTL MEXICO

I had the honor of representing EyeC Mexico at Labelexpo Mexico to share with customers, partners and colleagues how EyeC Mexico is actively driving innovation in automated quality control, delivering solutions that raise the bar in inspection and precision. Thank you to everyone who visited our booth, and a special thanks to the new clients who joined the new quality control standard in the industry.

Meghan Perez
EYEC MEXICO

