

Coding and Marking Ink Market in APAC - Industry Outlook and Forecast 2020-2025

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Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this APAC Coding and Marking Ink Market Report

The APAC coding and marking ink market in APAC is expected to grow at a CAGR of over 6% during the period 2019–2025.

The following factors that are expected to contribute to the growth of the APAC coding and inking market during the forecast period:

Implementation of Eco-Friendly Coding and Marking Process

Rise in Product Counterfeiting

Regulatory Landscapes Driving Ink Modifications

High Applicability across End-user Industries

Any change in the product packaging market is bound to affect coding and marking solutions. As the APAC region is witnessing rapid urbanization and industrialization, a few factors expected to drive the APAC coding and marking ink market include the growing retail industry, rapid expansion in the food and beverage industry, and strict government regulations on the use of eco-friendly coding and marking ink solutions. With advances in packaging technology, manufacturers are emphasizing on the implementation of sustainable solutions, which include the usage of environment-friendly inks. The APAC region hosts some of the most robust manufacturing industries,

including automotive, construction, chemicals, defense, and aerospace. While Japan and China are the major markets for coding and marking ink, countries such as India are expected to witness high demand due to improving quality of life. However, the consumer market has taken a major hit with the outbreak of COVID19. Several packaged and canned food & beverage manufacturers are significantly affected by the pandemic. The impact of coronavirus is anticipated to cause disruptions in the supply chain of manufacturing and industrial sectors, thereby causing the weakening of import and export of goods and services in different regions of the world.

The study considers the present scenario of the APAC coding and marking ink market and its dynamics for the period 2019-2025. It covers a detailed overview of several market growth enablers, restraints, and trends. The report covers both the demand and supply sides of the market. It profiles and examines leading companies and other prominent companies operating in the market.

APAC Coding And Marking Ink Market: Segmentation

This research report includes detailed market segmentation by product, cartridge, end-users, and geography. The water-based ink segment is likely to witness growth on account of their durability and profound usage in concert tickets, product packaging, flexible packaging, and lottery tickets segments. Water-based inks have large applicability for printing texts, barcodes, dates, and logos. These are majorly used in several printing processes and several application segments due to the introduction of new additives and advanced printing techniques. Water-based inks have further witnessed a considerable rise in demand on account of their growth in popularity of Drop on Demand (DoD) printing.

Oil-based inks are commonly used for package printing, signage, and marking and coding of products. The oil-based coding and marking ink segment is expected to witness a slight decline by 2025. Oil-based solutions are considerably low-maintenance, dependable inks, which offer both consistency and flexibility on porous substrates. They are the most popular product types in the coding and marking ink market across the globe. Food & beverages, consumer electronics, cosmetics, and pharmaceuticals are witnessing an increase in demand for oil-based inks. Vendors are consistently emphasizing innovative printing options to deliver high-quality coding and marking solutions.

In terms of revenue, the other cartridges segment is expected to emerge as the largest revenue contributor by 2025. Other cartridge manufacturers are engaged in offering

flexible solutions to cater to the changing requirements of customers. They also provide cartridges, which deliver superior and excellent image quality and adhere to rigorous regulatory standards. HP cartridges are observing high adoption as their material is recyclable, hence increasing environmental feasibility. The market share of HP cartridges in China is expected to reach over \$17 million by 2025. With enterprises in the region focusing on tracking the complete product life cycle, and supply chain, keeping abreast with the trends of QR codes, along with offering the digital experiences to its clients, China is expected to bolster the demand for coding and marking solutions.

FUNAI's inkjet cartridges are robust and offer leading-edge printing solutions. These cartridges offer ease of maintenance (disposable) and provide high-speed printing with long throw distance. The demand for these solutions in Japan is expected to increase with the expansion of food & beverage, pharmaceutical, and consumer electronics industries. The increasing traceability of products in these verticals is further expected to boost the sale of these solutions. However, supply chain processes of nearly half of companies in Japan have been negatively impacted due to the outbreak of coronavirus, thereby affecting the overall product coding and marking solutions demand.

Consumers of food products, wines, spirits, and beers increasingly need to be protected from forged products. Regulatory bodies in the region are emphasizing tackling counterfeiting by introducing stringent legislative measures and incorporating sophisticated systems for tracing and tracking products at the micro-level. The implementation of these stringent regulations is expected to create a favorable impact on modern coding and marking equipment or solutions in the food & beverage industry. The growth in the Indian food and beverage industry is expected to influence market growth. Continuous Inkjet Printers are gaining significant traction in the market. Besides, laser printers are also anticipated to witness considerable growth in demand. With the rise in the counterfeiting challenge, the demand for coding and marking inks is expected to witness a substantial rise during the forecast period. However, with the outbreak of coronavirus, the Indian economy is expected to be severely impacted.

Changes in the pharmaceutical industry research and manufacturing technologies are anticipated to impact packaging systems. The increasing number of biopharmaceutical and large-molecule drug manufacturers is also expected to increase the need for injectable administration and packaging systems. Counterfeiting and traceability measures are expected to witness the improvement by the usage of labels, such as unique coding and marking on the packages. Further, vendors in the APAC coding and marking ink market are well positioned to derive the growth benefits in the healthcare industry. Factors such as an increase in the aging population, the rise of communicable

and non-communicable diseases, and the availability of diverse medicine tracking software/systems are set to drive the market for coding and marking ink solution providers.

Market Segmentation by Product Type

Water-based

Oil-based

Solvent-based

UV Inks

Hot Melt

Market Segmentation by Cartridge

HP

FUNAI

IUT

Others

Market Segmentation by End-user Type

Food & Beverage

Healthcare

Electrical Equipment & Electronics

Chemical & Construction

Automotive & Aerospace

Others

Insights By Geography

With rapid changes in the smart industry due to the influence of the Internet of Things (IoT), consumers are focusing on transparency in the information related to products. Easy-to-read and better clarity in product markings enables efficient interaction between manufacturers and consumers. Moreover, to expand the efficient coding and marking systems, vendors in China are focusing on leveraging diversified options of exhibitions, expos, and trade fairs. However, the coronavirus outbreak has affected the overall investment and sales, along with industrial production across the country.

The demand for coding and marking ink solutions is expected to increase with the expansion of food & beverage, pharmaceutical, and consumer electronics in Japan. The increasing traceability among vendors and consumers is further expected to boost the sale of these products or solutions as they enable vendors to easily trace and track products from shelves, thereby avoiding fallout or damage. However, the country is witnessing disruptions in supply chain processes due to the COVID-19 pandemic in the country, thereby affecting the demand for overall product coding and marking solutions.

The coding and marking ink market in India is expected to witness significant growth during the forecast period. With the expansion of the food and beverage industry, stringency in legislative and regulatory measures, coupled with the growing trends toward product traceability, the Indian market is poised for growth. With the availability of digital techniques, increasing complexity in the product packaging, coupled with the rising counterfeiting issues, the market is expected to witness significant developments. Continuous inkjet printers are being preferred over the traditional systems for printing on packaged bottles or other products. However, the market is likely to get affected due to the outburst of COVID-19. The country's export dependence on China will hamper the market growth.

Key Countries

China

Japan

South Korea

India

Australia

Malaysia

Vietnam

Indonesia

Thailand

Taiwan

Rest of APAC

Key Vendor Analysis

The APAC coding and marking ink market is moderately concentrated. The competition among the players is intense. The rapidly changing technological environment could adversely affect vendors as customers expect continual innovations and upgrades. The present scenario is forcing vendors to alter and refine their unique value proposition to achieve a strong market presence.

Key Vendors

Brother Industries

Hitachi Industrial Equipment Systems

Kao Collins Corporation

Other Prominent Market

Alpha Coding

ATD

Beijing Hi-Pack Coding

Control Print

Dotjet

Dover Corporation

Guangzhou EC-PACK Packaging Equipment

Hewlett Packard

InkJet

Insignia

IUT Technology (Asustek Computer)

KGK Jet India

Kishu Giken Kogyo

Koenig & Bauer Coding

Linx Printing Technologies

Matthews International

National Coding Technologies

Rynan Technologies

SATO Holdings

Trend Marking Systems

Videojet Technologies

Key Market Insights

The report provides the following insights into the APAC coding and marking ink market for the forecast period 2020–2025.

Provides comprehensive insights on the latest industry trends, market forecast, and growth drivers in the market

Includes a detailed analysis of market growth drivers, challenges, and investment opportunities

Delivers a complete overview of market segments and the regional outlook of the market

Offers an exhaustive summary of the vendor landscape, competitive analysis, and key market strategies to gain a competitive advantage in the market

Contents

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 SCOPE & COVERAGE

4.1 Market Definition

4.1.1 Inclusions

4.1.2 Exclusions

4.2 Base Year

4.3 Scope Of The Study

4.4 Market Segments

4.4.1 Market Segmentation by Product

4.4.2 Market Segmentation by End-user

4.4.3 Market Segmentation by Cartridge

4.4.4 Market Segmentation by Geography

5 REPORT ASSUMPTIONS & CAVEATS

5.1 Key Caveats

5.2 Currency Conversion

5.3 Market Derivation

6 MARKET AT A GLANCE

7 INTRODUCTION

7.1 Overview

7.2 Growing Need For Coding & Marking

7.3 Track & Traceability

8 MARKET OPPORTUNITIES & TRENDS

8.1 Implementation Of Eco-Friendly Coding & Marking Process

8.2 Rising Product Counterfeiting

8.3 Evolving Secondary Packaging Market

9 MARKET GROWTH ENABLERS

9.1 Robust Requirement For Product Traceability

9.2 Regulatory Landscape Driving Ink Modifications

9.3 RISING APPLICABILITY ACROSS END-USER INDUSTRIES

10 MARKET RESTRAINTS

10.1 Rising Popularity Of Laser Coding

10.2 Issues With Ink Migration

11 MARKET LANDSCAPE

11.1 Market Overview

11.2 Market Size & Forecast

11.3 Market By Product

11.3.1 Market Size & Forecast

11.4 Market By Cartridges

11.4.1 Market Size & Forecast

11.5 Market By End-User

11.5.1 Market Size & Forecast

11.6 Market By Country

11.6.1 Market Size & Forecast

11.7 Five Forces Analysis

11.7.1 Threat of New Entrants

11.7.2 Bargaining Power of Suppliers

11.7.3 Bargaining Power of Buyers

11.7.4 Threat of Substitutes

11.7.5 Competitive Rivalry

12 VALUE CHAIN ANALYSIS

12.1 Overview

12.2 Value Chain Analysis

12.2.1 Raw Materials & Component Suppliers

12.2.2 Manufacturers

12.2.3 Dealers/Distributors/Retailers

12.2.4 End-users

13 PRODUCT

13.1 Market Snapshot & Growth Engine

13.2 Market Overview

13.3 Water-Based Inks

13.3.1 Market Size & Forecast

13.3.2 Market Size & Forecast by Country

13.4 Oil-Based Inks

13.4.1 Market Size & Forecast

13.4.2 Market Size & Forecast by Country

13.5 Solvent-Based Inks

13.5.1 Market Size & Forecast

13.5.2 Market Size & Forecast by Country

13.6 UV Inks

13.6.1 Market Size & Forecast

13.6.2 Market Size & Forecast by Country

13.7 Hot Melt Inks

13.7.1 Market Size & Forecast

13.7.2 Market Size & Forecast by Country

14 CARTRIDGE

14.1 Market Snapshot & Growth Engine

14.2 Market Overview

14.3 HP Cartridge

14.3.1 Market Size & Forecast

14.3.2 Market Size & Forecast by Country

14.4 FUNAI Cartridge

14.4.1 Market Size & Forecast

14.4.2 Market Size & Forecast by Country

14.5 IUT Cartridge

14.5.1 Market Size & Forecast

14.5.2 Market Size & Forecast by Country

14.6 Other Cartridge

14.6.1 Market Size & Forecast

14.6.2 Market Size & Forecast by Country

15 END-USERS

- 15.1 Market Snapshot & Growth Engine
- 15.2 Market Overview
- 15.3 Food & Beverage
 - 15.3.1 Market Size & Forecast
 - 15.3.2 Market Size & Forecast by Country
- 15.4 Healthcare
 - 15.4.1 Market Size & Forecast
 - 15.4.2 Market Size & Forecast by Country
- 15.5 Electrical Equipment & Electronics
 - 15.5.1 Market Size & Forecast
 - 15.5.2 Market Size & Forecast by Country
- 15.6 Chemicals & Construction
 - 15.6.1 Market Size & Forecast
 - 15.6.2 Market Size & Forecast by Country
- 15.7 Automotive & Aerospace
 - 15.7.1 Market Size & Forecast
 - 15.7.2 Market Size & Forecast by Country
- 15.8 Others
 - 15.8.1 Market Size & Forecast
 - 15.8.2 Market Size & Forecast by Country

16 MAJOR COUNTRIES

- 16.1 Market Snapshot & Growth Engine
- 16.2 Country Overview
- 16.3 China
 - 16.3.1 Market Size & Forecast
 - 16.3.2 Market Size & Forecast by Product
 - 16.3.3 Market Size & Forecast by Cartridges
 - 16.3.4 Market Size & Forecast by End-users
- 16.4 Japan
 - 16.4.1 Market Size & Forecast
 - 16.4.2 Market Size & Forecast by Product
 - 16.4.3 Market Size & Forecast by Cartridges
 - 16.4.4 Market Size & Forecast by End-users
- 16.5 India
 - 16.5.1 Market Size & Forecast

- 16.5.2 Market Size & Forecast by Product
- 16.5.3 Market Size & Forecast by Cartridges
- 16.5.4 Market Size & Forecast by End-users
- 16.6 Taiwan
 - 16.6.1 Market Size & Forecast
 - 16.6.2 Market Size & Forecast by Product
 - 16.6.3 Market Size & Forecast by Cartridges
 - 16.6.4 Market Size & Forecast by End-users
- 16.7 South Korea
 - 16.7.1 Market Size & Forecast
 - 16.7.2 Market Size & Forecast by Product
 - 16.7.3 Market Size & Forecast by Cartridges
 - 16.7.4 Market Size & Forecast by End-users
- 16.8 Malaysia
 - 16.8.1 Market Size & Forecast
 - 16.8.2 Market Size & Forecast by Product
 - 16.8.3 Market Size & Forecast by Cartridges
 - 16.8.4 Market Size & Forecast by End-users
- 16.9 Thailand
 - 16.9.1 Market Size & Forecast
 - 16.9.2 Market Size & Forecast by Product
 - 16.9.3 Market Size & Forecast by Cartridges
 - 16.9.4 Market Size & Forecast by End-users
- 16.10 Indonesia
 - 16.10.1 Market Size & Forecast
 - 16.10.2 Market Size & Forecast by Product
 - 16.10.3 Market Size & Forecast by Cartridges
 - 16.10.4 Market Size & Forecast by End-users
- 16.11 Vietnam
 - 16.11.1 Market Size & Forecast
 - 16.11.2 Market Size & Forecast by Product
 - 16.11.3 Market Size & Forecast by Cartridges
 - 16.11.4 Market Size & Forecast by End-users
- 16.12 Australia
 - 16.12.1 Market Size & Forecast
 - 16.12.2 Market Size & Forecast by Product
 - 16.12.3 Market Size & Forecast by Cartridges
 - 16.12.4 Market Size & Forecast by End-users
- 16.13 Other Countries

- 16.13.1 Market Size & Forecast
- 16.13.2 Market Size & Forecast by Product
- 16.13.3 Market Size & Forecast by Cartridges
- 16.13.4 Market Size & Forecast by End-users

17 COMPETITIVE LANDSCAPE

- 17.1 Overview

18 KEY COMPANY PROFILES

- 18.1 Brother Industries
 - 18.1.1 Business Overview
 - 18.1.2 Product Offerings
 - 18.1.3 Key Strategies
 - 18.1.4 Key Strengths
 - 18.1.5 Key Opportunities
- 18.2 Hitachi Industrial Equipment Systems
 - 18.2.1 Business Overview
 - 18.2.2 Product Offerings
 - 18.2.3 Key Strategies
 - 18.2.4 Key Strengths
 - 18.2.5 Key Opportunities
- 18.3 Kao Collins Corporation
 - 18.3.1 Business Overview
 - 18.3.2 Product Offerings
 - 18.3.3 Key Strategies
 - 18.3.4 Key Strengths
 - 18.3.5 Key Opportunities

19 OTHER PROMINENT VENDORS

- 19.1 Alpha Coding
 - 19.1.1 Business Overview
 - 19.1.2 Key Strategies
 - 19.1.3 Key Strengths
- 19.2 Anser Coding
 - 19.2.1 Business Overview
 - 19.2.2 Key Strategies

- 19.2.3 Key Strengths
- 19.3 ATD
 - 19.3.1 Business Overview
 - 19.3.2 Key Strategies
 - 19.3.3 Key Strengths
- 19.4 Beijing Hi-Pack Coding
 - 19.4.1 Business Overview
 - 19.4.2 Key Strategies
 - 19.4.3 Key Strengths
- 19.5 Control Print
 - 19.5.1 Business Overview
 - 19.5.2 Key Strategies
 - 19.5.3 Key Strengths
- 19.6 DOTJET
 - 19.6.1 Business Overview
 - 19.6.2 Key Strategies
 - 19.6.3 Key Strengths
- 19.7 Dover Corporation
 - 19.7.1 Business Overview
 - 19.7.2 Key Strategies
 - 19.7.3 Key Strengths
- 19.8 Guangzhou EC-Pack Packaging Equipment
 - 19.8.1 Business Overview
 - 19.8.2 Key Strategies
 - 19.8.3 Key Strengths
- 19.9 HEWLETT-PACKARD
 - 19.9.1 Business Overview
 - 19.9.2 Key Strategies
 - 19.9.3 Key Strengths
- 19.10 Inkjet
 - 19.10.1 Business Overview
 - 19.10.2 Key Strategies
 - 19.10.3 Key Strengths
- 19.11 Insignia
 - 19.11.1 Business Overview
 - 19.11.2 Key Strategies
 - 19.11.3 Key Strengths
- 19.12 IUT Technology (Asustek Computer)
 - 19.12.1 Business Overview

- 19.12.2 Key Strategies
- 19.12.3 Key Strengths
- 19.13 KGK JET India
 - 19.13.1 Business Overview
 - 19.13.2 Key Strategies
 - 19.13.3 Key Strengths
- 19.14 KISHU Giken Kogyo
 - 19.14.1 Business Overview
 - 19.14.2 Key Strategies
 - 19.14.3 Key Strengths
- 19.15 Koenig & Bauer Coding
 - 19.15.1 Business Overview
 - 19.15.2 Key Strategies
 - 19.15.3 Key Strengths
- 19.16 Linx Printing Technologies
 - 19.16.1 Business Overview
 - 19.16.2 Key Strategies
 - 19.16.3 Key Strengths
- 19.17 Matthews International
 - 19.17.1 Business Overview
 - 19.17.2 Key Strategies
 - 19.17.3 Key Strengths
- 19.18 National Coding Technologies
 - 19.18.1 Business Overview
 - 19.18.2 Key Strategies
 - 19.18.3 Key Strengths
- 19.19 Rynan Technologies
 - 19.19.1 Business Overview
 - 19.19.2 Key Strategies
 - 19.19.3 Key Strengths
- 19.20 SATO Holdings Corporation
 - 19.20.1 Business Overview
 - 19.20.2 Key Strategies
 - 19.20.3 Key Strengths
- 19.21 Trend Marking Systems
 - 19.21.1 Business Overview
 - 19.21.2 Key Strategies
 - 19.21.3 Key Strengths
- 19.22 Videojet Technologies

- 19.22.1 Business Overview
- 19.22.2 Key Strategies
- 19.22.3 Key Strengths

20 REPORT SUMMARY

- 20.1 Key Takeaways
- 20.2 Strategic Recommendations

21 QUANTITATIVE SUMMARY

- 21.1 APAC Market
- 21.2 China
 - 21.2.1 By Product
 - 21.2.2 By End-users
 - 21.2.3 By Cartridge
- 21.3 Japan
 - 21.3.1 By Product
 - 21.3.2 By End-users
 - 21.3.3 By Cartridge
- 21.4 AUSTRALIA
 - 21.4.1 By Product
 - 21.4.2 By End-users
 - 21.4.3 By Cartridge
- 21.5 India
 - 21.5.1 By Product
 - 21.5.2 By End-users
 - 21.5.3 By Cartridge
- 21.6 Indonesia
 - 21.6.1 By Product
 - 21.6.2 By End-users
 - 21.6.3 By Cartridge
- 21.7 Thailand
 - 21.7.1 By Product
 - 21.7.2 By End-users
 - 21.7.3 By Cartridge
- 21.8 South Korea
 - 21.8.1 By Product
 - 21.8.2 By End-users

- 21.8.3 By Cartridge
- 21.9 Vietnam
 - 21.9.1 By Product
 - 21.9.2 By End-users
 - 21.9.3 By Cartridge
- 21.10 Malaysia
 - 21.10.1 By Product
 - 21.10.2 By End-users
 - 21.10.3 By Cartridge
- 21.11 Taiwan
 - 21.11.1 By Product
 - 21.11.2 By End-users
 - 21.11.3 By Cartridge
- 21.12 Other Countries
 - 21.12.1 By Product
 - 21.12.2 By End-users
 - 21.12.3 By Cartridge
- 21.13 BY PRODUCT
 - 21.13.1 APAC Market
 - 21.13.2 Water-based Inks
 - 21.13.3 Oil-based Inks
 - 21.13.4 Solvent-based Inks
 - 21.13.5 UV Inks
 - 21.13.6 Hot Melt Inks
- 21.14 By Cartridge
 - 21.14.1 APAC Market
 - 21.14.2 HP Cartridge
 - 21.14.3 FUNAI Cartridge
 - 21.14.4 IUT Cartridge
 - 21.14.5 Other Cartridges
- 21.15 By End-Users
 - 21.15.1 APAC Market
 - 21.15.2 Food & Beverage
 - 21.15.3 Healthcare
 - 21.15.4 Electrical Equipment & Electronics
 - 21.15.5 Chemicals & Construction
 - 21.15.6 Automotive & Aerospace
 - 21.15.7 Others

22 APPENDIX

22.1 Abbreviations

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of APAC Coding & Marking Ink Market
- Exhibit 2 Market Size Calculation Approach 2019
- Exhibit 3 Need for Coding and Marking
- Exhibit 4 Track & Traceability Across Supply Chain via Codes
- Exhibit 5 Components of Inkjet Ink
- Exhibit 6 Impact of Implementation of Eco-Friendly Coding & Marking Process
- Exhibit 7 Impact of Rising Product Counterfeiting
- Exhibit 8 Impact of Evolving Secondary Packaging Market
- Exhibit 9 Impact of Robust Requirement for Product Traceability
- Exhibit 10 Trends in Traceability in Electronics & Semiconductor Industry
- Exhibit 11 Traceability Framework for Food & Beverage Industry
- Exhibit 12 Impact of Regulatory Landscape Driving Ink Modifications
- Exhibit 13 Impact of Rising Applicability across End-user Industries
- Exhibit 14 Impact of Rising Popularity of Laser Coding
- Exhibit 15 Impact of Issues with Ink Migration
- Exhibit 16 Coding & Marking Ink Market in APAC 2019–2025 (\$ million)
- Exhibit 17 Share of China in World Economy 2019
- Exhibit 18 Flexible Packaging Market in APAC 2019 & 2025 (\$ billion)
- Exhibit 19 Five Forces Analysis 2019
- Exhibit 20 Value Chain for APAC Coding & Marking Ink Market
- Exhibit 21 Incremental Growth by Product Segment 2019 & 2025
- Exhibit 22 Coding & Marking Ink Market in APAC by Product
- Exhibit 23 Coding & Marking Ink Market in APAC: Share by Product 2019 & 2025 (Revenue)
- Exhibit 24 Coding & Marking Ink Market in APAC by Product 2019?2025 (\$ million)
- Exhibit 25 Water-based Coding & Marking Ink Market in APAC 2019?2025 (\$ million)
- Exhibit 26 Oil-based Coding & Marking Ink Market in APAC 2019?2025 (\$ million)
- Exhibit 27 Solvent-based Coding & Marking Ink Market in APAC 2019?2025 (\$ million)
- Exhibit 28 Benefits and Formulations of Solvent-Based Inks
- Exhibit 29 UV Coding & Marking Ink Market in APAC 2019?2025 (\$ million)
- Exhibit 30 Hot Melt Coding & Marking Ink Market in APAC 2019?2025 (\$ million)
- Exhibit 31 Incremental Growth by Cartridge Segment 2019 & 2025
- Exhibit 32 Coding & Marking Ink Market in APAC by Cartridge
- Exhibit 33 Coding & Marking Ink Market in APAC: Share by Cartridge 2019-2025 (Revenue)

- Exhibit 34 Coding & Marking Ink Market in APAC by Cartridge 2019?2025 (\$ million)
- Exhibit 35 Coding & Marking HP Cartridge Ink Market in APAC 2019?2025 (\$ million)
- Exhibit 36 Coding & Marking FUNAI Cartridge Ink Market in APAC 2019?2025 (\$ million)
- Exhibit 37 Coding & Marking IUT Cartridge Ink Market in APAC 2019?2025 (\$ million)
- Exhibit 38 Coding & Marking Other Cartridge Ink Market in APAC 2019?2025 (\$ million)
- Exhibit 39 Incremental Growth by End-user Segment 2019 & 2025
- Exhibit 40 Coding & Marking Ink Market in APC by End-users
- Exhibit 41 Coding & Marking Ink Market Share in APAC by End-user 2019-2025 (Revenue)
- Exhibit 42 Coding & Marking Ink Market in APAC by End-user 2019?2025 (\$ million)
- Exhibit 43 Coding & Marking Food & Beverage Ink Market in APAC 2019?2025 (\$ million)
- Exhibit 44 Benefits of Coding & Marking in Food Industry
- Exhibit 45 Coding & Marking Healthcare Ink Market in APAC 2019?2025 (\$ million)
- Exhibit 46 Latest Advancements in Coding & Marking Industry
- Exhibit 47 Coding & Marking Electrical Equipment & Electronics Ink Market in APAC 2019?2025 (\$ million)
- Exhibit 48 Coding & Marking Chemicals & Construction Ink Market in APAC 2019?2025 (\$ million)
- Exhibit 49 Coding & Marking Automotive & Aerospace Ink Market in APAC 2019?2025 (\$ million)
- Exhibit 50 Coding & Marking Other Applications Ink Market in APAC 2019?2025 (\$ million)
- Exhibit 51 Incremental Growth by Countries 2019 & 2025
- Exhibit 52 Revenue of Coding & Marking Ink Markets in APAC 2019 (\$ million)
- Exhibit 53 Coding & Marking Ink Market in China 2019–2025 (\$ million)
- Exhibit 54 Coding & Marking Ink Market in Japan 2019–2025 (\$ million)
- Exhibit 55 Coding & Marking Ink Market in India 2019–2025 (\$ million)
- Exhibit 56 Coding & Marking Ink Market in Taiwan 2019–2025 (\$ million)
- Exhibit 57 Coding & Marking Ink Market in South Korea 2019–2025 (\$ million)
- Exhibit 58 Coding & Marking Ink Market in Malaysia 2019–2025 (\$ million)
- Exhibit 59 Coding & Marking Ink Market in Thailand 2019–2025 (\$ million)
- Exhibit 60 Coding & Marking Ink Market in Indonesia 2019–2025 (\$ million)
- Exhibit 61 Coding & Marking Ink Market in Vietnam 2019–2025 (\$ million)
- Exhibit 62 Coding & Marking Ink Market in Australia 2019–2025 (\$ million)
- Exhibit 63 Coding & Marking Ink Market in Other Asian Countries 2019–2025 (\$ million)
- Exhibit 64 Kao Collins: Focus Areas

List Of Tables

LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013-2019

Table 3 Smart Coding Technique

Table 4 Features for Reducing Environmental Impact

Table 5 Coding & Marking Ink Market in APAC by Product 2019-2025 (\$ million)

Table 6 Coding & Marking Ink Market in APAC by Cartridges 2019-2025 (\$ million)

Table 7 Coding & Marking Ink Market in APAC by End-user 2019-2025 (\$ million)

Table 8 Coding & Marking Ink Market in APAC by Country 2019-2025 (\$ million)

Table 9 Water-Based Coding & Marking Ink Market in APAC by Country 2019-2025 (\$ million)

Table 10 Oil-Based Coding & Marking Ink Market in APAC by Country 2019-2025 (\$ million)

Table 11 Solvent-Based Coding & Marking Ink Market in APAC by Country 2019-2025 (\$ million)

Table 12 UV Coding & Marking Ink Market in APAC by Country 2019-2025 (\$ million)

Table 13 Hot Melt Coding & Marking Ink Market in APAC by Country 2019-2025 (\$ million)

Table 14 Coding & Marking HP Cartridge Ink Market in APAC by Country 2019-2025 (\$ million)

Table 15 Coding & Marking FUNAI Cartridge Ink Market in APAC by Country 2019-2025 (\$ million)

Table 16 Coding & Marking IUT Cartridge Ink Market in APAC by Country 2019-2025 (\$ million)

Table 17 Coding & Marking Other Cartridge Ink Market in APAC by Country 2019-2025 (\$ million)

Table 18 Coding & Marking Food & Beverage Ink Market in APAC by Country 2019-2025 (\$ million)

Table 19 Coding & Marking Healthcare Ink Market in APAC by Country 2019-2025 (\$ million)

Table 20 Coding & Marking Electrical Equipment & Electronics Ink Market in APAC by Country 2019-2025 (\$ million)

Table 21 Coding & Marking Chemicals & Construction Ink Market in APAC by Country 2019-2025 (\$ million)

Table 22 Coding & Marking Automotive & Aerospace Ink Market in APAC by Country 2019-2025 (\$ million)

Table 23 Coding & Marking Other Industries Ink Market in APAC by Country 2019-2025 (\$ million)

Table 24 Coding & Marking Ink Market in China by Product 2019-2025 (\$ million)

Table 25 Coding & Marking Ink Market in China by Cartridges 2019-2025 (\$ million)

Table 26 Coding & Marking Ink Market in China by End-users 2019-2025 (\$ million)

Table 27 Coding & Marking Ink Market in Japan by Product 2019-2025 (\$ million)

Table 28 Coding & Marking Ink Market in Japan by Cartridges 2019-2025 (\$ million)

Table 29 Coding & Marking Ink Market in Japan by End-users 2019-2025 (\$ million)

Table 30 Coding & Marking Ink Market in India by Product 2019-2025 (\$ million)

Table 31 Coding & Marking Ink Market in India by Cartridges 2019-2025 (\$ million)

Table 32 Coding & Marking Ink Market in India by End-users 2019-2025 (\$ million)

Table 33 Coding & Marking Ink Market in Taiwan by Product 2019-2025 (\$ million)

Table 34 Coding & Marking Ink Market in Taiwan by Cartridges 2019-2025 (\$ million)

Table 35 Coding & Marking Ink Market in Taiwan by End-users 2019-2025 (\$ million)

Table 36 Coding & Marking Ink Market in South Korea by Product 2019-2025 (\$ million)

Table 37 Coding & Marking Ink Market in South Korea by Cartridges 2019-2025 (\$ million)

Table 38 Coding & Marking Ink Market in South Korea by End-users 2019-2025 (\$ million)

Table 39 Coding & Marking Ink Market in Malaysia by Product 2019-2025 (\$ million)

Table 40 Coding & Marking Ink Market in Malaysia by Cartridges 2019-2025 (\$ million)

Table 41 Coding & Marking Ink Market in Malaysia by End-users 2019-2025 (\$ million)

Table 42 Coding & Marking Ink Market in Thailand by Product 2019-2025 (\$ million)

Table 43 Coding & Marking Ink Market in Thailand by Cartridges 2019-2025 (\$ million)

Table 44 Coding & Marking Ink Market in Thailand by End-users 2019-2025 (\$ million)

Table 45 Coding & Marking Ink Market in Indonesia by Product 2019-2025 (\$ million)

Table 46 Coding & Marking Ink Market in Indonesia by Cartridges 2019-2025 (\$ million)

Table 47 Coding & Marking Ink Market in Indonesia by End-users 2019-2025 (\$ million)

Table 48 Coding & Marking Ink Market in Vietnam by Product 2019-2025 (\$ million)

Table 49 Coding & Marking Ink Market in Vietnam by Cartridges 2019-2025 (\$ million)

Table 50 Coding & Marking Ink Market in Vietnam by End-users 2019-2025 (\$ million)

Table 51 Coding & Marking Ink Market in Australia by Product 2019-2025 (\$ million)

Table 52 Coding & Marking Ink Market in Australia by Cartridges 2019-2025 (\$ million)

Table 53 Coding & Marking Ink Market in Australia by End-users 2019-2025 (\$ million)

Table 54 Coding & Marking Ink Market in Other Countries by Product 2019-2025 (\$ million)

Table 55 Coding & Marking Ink Market in Other Countries by Cartridges 2019-2025 (\$ million)

Table 56 Coding & Marking Ink Market in Other Countries by End-users 2019-2025 (\$ million)

million)

Table 57 Brother Industries: Major Product Offerings

Table 58 Hitachi Industrial Equipment Systems: Major Product Offerings

Table 59 Kao Collins: Major Product Offerings

Table 60 APAC Coding & Marking Ink Market by Geography 2019-2025 (\$ million)

Table 61 Market in China by Product: 2019-2025 (\$ million)

Table 62 Market in China by End-users: 2019-2025 (\$ million)

Table 63 Market in China by Cartridge: 2019-2025 (\$ million)

Table 64 Market in Japan by Product: 2019-2025 (\$ million)

Table 65 Market in Japan by End-users: 2019-2025 (\$ million)

Table 66 Market in Japan by Cartridge: 2019-2025 (\$ million)

Table 67 Market in Australia by Product: 2019-2025 (\$ million)

Table 68 Market in Australia by End-users: 2019-2025 (\$ million)

Table 69 Market in Australia by Cartridge: 2019-2025 (\$ million)

Table 70 Market in India by Product: 2019-2025 (\$ million)

Table 71 Market in India by End-users: 2019-2025 (\$ million)

Table 72 Market in India by Cartridge: 2019-2025 (\$ million)

Table 73 Market in Indonesia by Product: 2019-2025 (\$ million)

Table 74 Market in Indonesia by End-users: 2019-2025 (\$ million)

Table 75 Market in Indonesia by Cartridge: 2019-2025 (\$ million)

Table 76 Market in Thailand by Product: 2019-2025 (\$ million)

Table 77 Market in Thailand by End-users: 2019-2025 (\$ million)

Table 78 Market in Thailand by Cartridge: 2019-2025 (\$ million)

Table 79 Market in South Korea by Product: 2019-2025 (\$ million)

Table 80 Market in South Korea by End-users: 2019-2025 (\$ million)

Table 81 Market in South Korea by Cartridge: 2019-2025 (\$ million)

Table 82 Market in Vietnam by Product: 2019-2025 (\$ million)

Table 83 Market in Vietnam by End-users: 2019-2025 (\$ million)

Table 84 Market in Vietnam by Cartridge: 2019-2025 (\$ million)

Table 85 Market in Malaysia by Product: 2019-2025 (\$ million)

Table 86 Market in Malaysia by End-users: 2019-2025 (\$ million)

Table 87 Market in Malaysia by Cartridge: 2019-2025 (\$ million)

Table 88 Market in Taiwan by Product: 2019-2025 (\$ million)

Table 89 Market in Taiwan by End-users: 2019-2025 (\$ million)

Table 90 Market in Taiwan by Cartridge: 2019-2025 (\$ million)

Table 91 Market in Other Countries by Product: 2019-2025 (\$ million)

Table 92 Market in Other Countries by End-users: 2019-2025 (\$ million)

Table 93 Market in Other Countries by Cartridge: 2019-2025 (\$ million)

Table 94 APAC Market by Product: Revenue 2019-2025 (\$ million)

Table 95 APAC Coding & Marking Water-based Inks Market by Country 2019-2025 (\$ million)

Table 96 APAC Coding & Marking Oil-based Inks Market by Country 2019-2025 (\$ million)

Table 97 APAC Coding & Marking Solvent-based Inks Market by Country 2019-2025 (\$ million)

Table 98 APAC Coding & Marking UV Inks Market by Country 2019-2025 (\$ million)

Table 99 APAC Coding & Marking Hot Melt Inks Market by Country 2019-2025 (\$ million)

Table 100 APAC Market by Cartridge: Revenue 2019-2025 (\$ million)

Table 101 APAC Coding & Marking HP Cartridge Market by Country 2019-2025 (\$ million)

Table 102 APAC Coding & Marking FUNAI Cartridge Market by Country 2019-2025 (\$ million)

Table 103 APAC Coding & Marking IUT Cartridge Market by Country 2019-2025 (\$ million)

Table 104 APAC Coding & Marking Others Cartridge Market by Country 2019-2025 (\$ million)

Table 105 APAC Market by End-Users: Revenue 2019-2025 (\$ million)

Table 106 APAC Coding & Marking Food & Beverage Ink Market by Country 2019-2025 (\$ million)

Table 107 APAC Coding & Marking Healthcare Ink Market by Country 2019-2025 (\$ million)

Table 108 APAC Coding & Marking Electrical & Electronics Ink Market by Country 2019-2025 (\$ million)

Table 109 APAC Coding & Marking Chemicals & Construction Ink Market by Country 2019-2025 (\$ million)

Table 110 APAC Coding & Marking Automotive & Aerospace Ink Market by Country 2019-2025 (\$ million)

Table 111 APAC Coding & Marking Other Ink Market by Country 2019-2025 (\$ million)

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