

Global Commercial Printing Market Size study, by Application (Advertising, Periodicals, Labels & Wrappers, Office products, Catalogues & directories) by Print Technology (Lithographic, Digital, Flexographic, Screen, Gravure print technologies) and Regional Forecasts 2021-2027

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Abstracts

Global Commercial Printing Market is valued approximately USD 411.99 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 2.24% over the forecast period 2021-2027. Commercial printing refers to the process of bulk printing, binding, graphic designing, layout designing and press release. It is used in advertising, periodicals, office products, catalogues and many more. Increasing technological advancements and increase use of advertising in end user industries are factors contributing to the market growth. For instance: according to Small Business Trends, the global expenditure estimated to be incurred from print advertising is expected to reach USD 44,173. Whereas USA alone will spend USD 13,469 million in the year 2021. However, availability of substitutes such as digital printing and increasing competition from the market players impedes the growth of the market over the forecast period of 2021-2027. Also, increasing demand for commercial printers and increasing demand for effective and energy efficient printing methods is likely to increase the growth of the market in the forecasting period.

The regional analysis of global Commercial Printing market includes Asia Pacific, North America, Europe, Latin America and Rest of the World for analysis and estimation, Asia Pacific is a significant region in terms of largest market share across the world owing to increasing need for advertising and printing. Whereas, North America is anticipated to exhibit the highest growth rate over the forecast period 2021-2027. Factors such as

early adoption of advanced technology coupled with presence of well-established firms in the region would create lucrative growth prospects for the Commercial Printing market across North America region.

Major market player included in this report are:

Transcontinental Inc
ACME Printing Company
Bertelsmann SE & Co KGaA
Brown Printing Co
Cenveo Inc
Dai Nippon Printing Co Ltd
RR Donnelley & Sons Co
Lagardere SCA
World Color Press Inc
Vistaprint NV

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Application:

Advertising
Periodicals
Labels & Wrappers
Office products
Catalogues & directories

By Print Technology:

Lithographic
Digital
Flexographic

Screen

Gravure print technologies

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Commercial Printing Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers
Investors

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