

Global Commercial Printing Market Size study & Forecast, by Printing Technology (Digital Printing, Lithography Printing, Flexographic, Screen Printing, Gravure Printing, Others) by Application (Packaging, Advertising, Publishing) and Regional Analysis, 2023-2030

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Abstracts

Global Commercial Printing Market is valued approximately at USD 480.13 billion in 2022 and is anticipated to grow with a growth rate of more than 3.0% over the forecast period 2023-2030. Commercial printing refers to the professional and large-scale printing services offered to businesses and organizations for various promotional, marketing, and communication purposes. Commercial printing services can encompass a wide range of products including brochures, flyers, posters, business cards, catalogs, magazines, newspapers, packaging, and more. These printed materials serve as essential tools for promoting brands, conveying information, and engaging audiences across diverse industries. The Commercial Printing market is expanding because of factors such as rising demand from the printing and packaging, rise of print-on-demand services and rising number of events and exhibitions.

The robust growth of the packaging industry is a significant driver behind the expansion of the commercial printing market. As the demand for packaged goods continues to surge, driven by factors such as e-commerce, consumer preferences, and globalization, the need for visually appealing and informative packaging has become paramount. Commercial printing plays a crucial role in meeting these demands by providing high-quality and customized printing solutions for product packaging. Food packaging market value worldwide in year 2022 stood at USD 363.8 billion which increased to USD 385.4 billion in year 2023 and it is projected to reach at USD 512 billion by year 2028. In

addition, rising customization and personalization and rising E-commerce industry are driving the market growth. However, shift towards digital media and online communication and growing environmental awareness stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Commercial Printing Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 with largest market share. The growth in the region can be attributed to the substantial demand for commercial printing, particularly for marketing, packaging, labeling, and advertising applications. Additionally, the industry is expected to receive a boost from the significant presence of key players in the region, including Quad/Graphics Inc., Acme Printing, Cenevo, and RR Donnelley, further fostering the expansion of the sector. Asia Pacific is expected to grow at a fastest rate during the forecast period, The surge in regional growth can be primarily ascribed to innovations in the print industry, notably the adoption of digital technologies, particularly in China and India. These advancements have led to the displacement of traditional printers by high-tech commercial printers, distinguished by their remarkable high-speed capabilities. Furthermore, the flourishing e-commerce sector and the systematic development of the retail industry present substantial opportunities for growth in packaging applications within the region, thereby supporting the overall expansion of the target market.

Major market player included in this report are:

Quad

Cenevo Worldwide Limited

Acme Printing

R.R. Donnelley & Sons Company

Transcontinental Inc.

LSC Communications LLC.

Gorham Printing, Inc.

Dai Nippon Printing Co., Ltd.

Mixam UK Limited

Cimpres Plc

Recent Developments in the Market:

In June 2023, TC Transcontinental Printing, a division of Transcontinental Inc., revealed a significant investment of USD 15 million in its book printing platform located at the Transcontinental Beauceville (Interglobe) facility in Quebec. This strategic initiative is designed to better address the growing demand in the North American market. This investment builds upon the USD 10 million allocated in 2019-2020 and encompasses the integration of an extra press. Consequently, the plant has effectively doubled its hardcover binding capacity and bolstered overall production capacity by approximately 15%.

In December 2022, Canva unveiled its collaboration with Creatively Holdings Inc. (Creatively), a provider of online recruitment and creative platforms. The partnership's primary goal was to offer resources and opportunities to creative professionals. This alliance between Canva and Creatively represented a noteworthy stride in backing creative professionals. By combining Canva's design tools and resources with Creatively's community and events, the collaboration aimed to equip creative professionals with the necessary resources for their endeavours.

Global Commercial Printing Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Printing Technology, Application, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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 Printing Technology:

Digital Printing

Lithography Printing

Flexographic

Screen Printing

Gravure Printing

Others

By Application:

Packaging

Advertising

Publishing

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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