

# **Global Digital Printing Packaging Market Size study, By Technology {Inkjet Technology, Electrophotography}, By Package Type {Lables, Corrugated Packaging, Folding Packaging, Flexible Packaging}, By End-user {Food and Beverages, Healthcare, Personal Care, Electronics, Others}, By Format {Full-Color Printing, Large Format Color Printing, Variable Data Printing, Others}, Regional Forecasts 2021-2027**

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## **Abstracts**

Global Digital Printing Packaging Market reached USD 19.44 Billion in 2020. The Global Digital Printing Packaging Market tends to grow by a CAGR of 13.9% in the 2021-2027 period.

Digital packaging is a modern way of packaging a certain product, it is cost-effective and time-saving. Digital packaging provides contactless features and customizing options. Digital packaging can be adept to any surface and it looks attractive to see from a customer perspective, driving factor of this market is the flexibility of the digital packaging. Huge investment coming in for R&D activities coupled with growing market in developing countries will create new opportunities for the market. However, stringent regulations and policies may hamper the market growth. The food and beverages industry are predicted to account for the largest share in the forecasted period in the end-user segment. Due to its quality and flexibility, electrography digital printing holds a major chunk of the market as well.

With a huge number of players and end-users of the product, Asia Pacific is accounted for the largest market share in the overall digital printing packaging segment. In Asia

Pacific, India and China held the most number of shares due to an increase in e-retail sales, and attractive packaging on food and beverages items. North America also showing significant growth due to the easy availability of raw material and low-cost packaging.

Major market players included in this report are:

HP INC.

E.I. Du Pont Nemours and Company

Xerox Corporation

Mondi PLC

Quad/Graphics, Inc.

Eastman Kodak Co.

Xeikon N.V.

Quantum Print and Packaging Ltd.

WS Packaging Group, Inc.

Traco Manufacturing, Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for 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 the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

Technology:

Inkjet Technology

Electrophotography

By Package Type:

Labels

Corrugated Packaging

Folding Packaging

Flexible Packaging

By End-user:

Food and Beverages

Healthcare

Personal Care

Electronics

Others

By Format:

Full-Color Printing

Large Format Color Printing

Variable Data Printing

Others

By Region:

North America

The 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, the 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 Digital Printing Packaging Market in Market Study:

*Global Digital Printing Packaging Market Size study, By Technology {Inkjet Technology, Electrophotography}, By...*

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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