

# **Global Marking and Coding Equipment Market Size study, by Technology Type (Continuous Inkjet, Thermal Inkjet, Thermal Transfer Overprint, Laser Coding System, Large Character Marking, Label Print Applicator, Other Printers) by Application Type (Flexible Packaging, Rigid Packaging) by end use industries (Food, Beverages, Pharmaceuticals, Personal and Homecare, Electricals and electronics, Automotive, Chemical and Fertilizers, Building Materials, Other Industrial) and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Marking and Coding Equipment Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. Marking and Coding Equipment are used for marking bottle, glass jar and plastic bottles with water, and other liquid beverages. Marking equipment are widely used across various sectors like Pharmaceuticals, Personal and Homecare, Electricals, and electronics, Automotive, Chemical and Fertilizers, Building Materials etc. Growing retail industry and rising flexible packaging sector are key drivers for the growth of Marking and Coding Equipment market. For instance, according to global database management company Statista- In 2019, the global retail market generated revenue of USD 25 trillion, and as per projections it would reach to USD 27 trillion by the year 2022. Also, in January 2022, Domino Printing Sciences (Domino), A British-based developer of Industrial and Commercial inkjet printing, thermal transfer printing, print and apply machines has launched Cx350i Inkjet Solution for Printing on

Secondary Packaging. The increase in demand from end use industries and rising technological advancements in industries, the adoption & demand for Marking and Coding Equipment is likely to increase the market growth during the forecast period. However, high cost of Marking and Coding Equipment impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Marking and Coding Equipment market study includes Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading region across the world in terms of market share owing to growing technological advancements and presence of leading market players in the region. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate over the forecast period 2022-2028. Factors such as growing pharmaceuticals industry in the region would create lucrative growth prospects for the Marking and Coding Equipment market across Asia-Pacific region.

Major market player included in this report are:

Danaher Corporation,  
Inkjet Inc,  
Diagraph Group,  
Matthews International Corporation,  
Dover Corporation,  
Overprint Packaging Ltd,  
Domino Printing Sciences Plc,  
ProMach Inc,  
ATD Ltd,  
Videojet Technologies Inc

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 Technology Type:

Continuous Inkjet

Thermal Inkjet

Thermal Transfer Overprint

Laser Coding System  
Large Character Marking

Label Print Applicator

Other Printers

By Application Type:

Flexible Packaging

Rigid Packaging

By End Use Industries:

Food

Beverages

Pharmaceuticals

Personal and Homecare

Electricals and electronics

Automotive

Chemical and Fertilizers

Building Materials

Other Industrial

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, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Marking and Coding Equipment 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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