

Global Microprinting Market Size study, by Type (Color, Monochrome) By Print type (Single-Sided, Double-Sided) By Substrate (Paper, Plastic, Metal) By application (Banking & Finance, Government, Corporate, Packaging, Healthcare, Education & Other) and Regional Forecasts 2019-2026

<https://marketpublishers.com/r/GA4515D76D06EN.html>

Date: May 2024

Pages: 200

Price: US\$ 3,950.00 (Single User License)

ID: GA4515D76D06EN

Abstracts

Global Microprinting Market is valued approximately USD 500 million in 2018 and is anticipated to grow with a healthy growth rate of more than 5% over the forecast period 2019-2026. Microprinting is a method of printing very small text that is not readable for the naked eye. Microprinting is mostly used on currency as an added anti-counterfeiting measure for security purpose. Use of microprinting technology offers easy detection and also prevents misuse of fraudulent or duplicity of valuables. Computer scanners or photocopiers cannot detect the micro-text as thus display it in the form of dots of line. Rising number of fraudulent activities across the globe is driving the demand for micro printing. Further, standards and regulations in banking sector and technological advancement in microprinting are few more key driving factor of the market growth. According to Australian Cybercrime Online reporting Network (ACORN), the online payment fraud in Australian through cards accounted for \$476 million in 2017 as compared to \$418 million in 2016. According to the China Ministry of Public Security (China), in 2017, about 596,000 cases of internet and telecom fraud were registered that caused about \$1.9 billion economic loss. Moreover, according to study of International Journal of Business and Management Invention (IJBMI) it was found that Indian private banks have lost around \$3.2 billion from 2014-2016 due to banking fraudulent activities in banking sector. Thus, growing number of revenue loss cases owing to fraudulent activities across the globe are fueling the demand for microprinting technology. Moreover, growing concern about brand protection and product safety and

increasing use of microprinting technology in healthcare is expected to create significant growth opportunity in the market over the forecast period. However, heat setting issues in microprinting-based printers impedes the growth of the market over the forecast period of 2019-2026.

The regional analysis of global Microprinting market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to the growing availability of affordable scanning and printing solutions. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2019-2026. Factors such as high adoption of microprinting technology, presence of large number of banking and finance organizations, increasing incidences of fraudulent activities would create lucrative growth prospects for the Microprinting market across Asia-Pacific region.

Major market player included in this report are:

Xerox Corporation
Videojet Technologies, Inc.
Matica Technologies Ag
Brady Corporation
Zebra Technologies Corporation
HP Inc.
Ricoh Company Ltd.
Canon Finetech Nisca Inc.
Source Technologies
SAFEChecks

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 Type:

Color

Monochrome

By Print type:

Single-Sided

Double-Sided

By Substrate:

Paper

Plastic

Metal

By application:

Banking & Finance

Government

Corporate

Packaging

Healthcare

Education

Other

By Region:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017

Base year – 2018

Forecast period – 2019 to 2026

Target Audience of the Global Microprinting 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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Videojet Technologies, Inc.
Matica Technologies Ag
Brady Corporation
Zebra Technologies Corporation
HP Inc.
Ricoh Company Ltd.
Canon Finetech Nisca Inc.
Source Technologies
SAFEChecks

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