

# **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**

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## **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

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2017-2026 (USD Billion)
  - 1.2.1. Microprinting Market, by Region, 2017-2026 (USD Billion)
  - 1.2.2. Microprinting Market, by Type, 2017-2026 (USD Billion)
  - 1.2.3. Microprinting Market, by Print type, 2017-2026 (USD Billion)
  - 1.2.4. Microprinting Market, by Substrate, 2017-2026 (USD Billion)
  - 1.2.5. Microprinting Market, by Application, 2017-2026 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL MICROPRINTING MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL MICROPRINTING MARKET DYNAMICS

- 3.1. Microprinting Market Impact Analysis (2018-2026)
  - 3.1.1. Market Drivers
  - 3.1.2. Market Challenges
  - 3.1.3. Market Opportunities

### CHAPTER 4. GLOBAL MICROPRINTING MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry

- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2016-2026)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL MICROPRINTING MARKET, BY TYPE**

- 5.1. Market Snapshot
- 5.2. Global Microprinting Market by Type, Performance - Potential Analysis
- 5.3. Global Microprinting Market Estimates & Forecasts by Type 2016-2026 (USD Billion)
- 5.4. Microprinting Market, Sub Segment Analysis
  - 5.4.1. Color
  - 5.4.2. Monochrome

## **CHAPTER 6. GLOBAL MICROPRINTING MARKET, BY PRINT TYPE**

- 6.1. Market Snapshot
- 6.2. Global Microprinting Market by Print type, Performance - Potential Analysis
- 6.3. Global Microprinting Market Estimates & Forecasts by Print type 2016-2026 (USD Billion)
- 6.4. Microprinting Market, Sub Segment Analysis
  - 6.4.1. Single-Sided
  - 6.4.2. Double-Sided

## **CHAPTER 7. GLOBAL MICROPRINTING MARKET, BY SUBSTRATE**

- 7.1. Market Snapshot
- 7.2. Global Microprinting Market by Print type, Performance - Potential Analysis
- 7.3. Global Microprinting Market Estimates & Forecasts by Print type 2016-2026 (USD Billion)
- 7.4. Microprinting Market, Sub Segment Analysis
  - 7.4.1. Paper
  - 7.4.2. Plastic
  - 7.4.3. Metal

## **CHAPTER 8. GLOBAL MICROPRINTING MARKET, BY APPLICATION**

- 8.1. Market Snapshot
- 8.2. Global Microprinting Market by Print type, Performance - Potential Analysis
- 8.3. Global Microprinting Market Estimates & Forecasts by Print type 2016-2026 (USD Billion)
- 8.4. Microprinting Market, Sub Segment Analysis
  - 8.4.1. Banking & Finance
  - 8.4.2. Government
  - 8.4.3. Corporate
  - 8.4.4. Packaging
  - 8.4.5. Healthcare
  - 8.4.6. Education
  - 8.4.7. Other

## **CHAPTER 9. GLOBAL MICROPRINTING MARKET, REGIONAL ANALYSIS**

- 9.1. Microprinting Market, Regional Market Snapshot
- 9.2. North America Microprinting Market
  - 9.2.1. U.S. Microprinting Market
    - 9.2.1.1. Type breakdown estimates & forecasts, 2016-2026
    - 9.2.1.2. Print type breakdown estimates & forecasts, 2016-2026
    - 9.2.1.3. Substrate breakdown estimates & forecasts, 2016-2026
    - 9.2.1.4. Application breakdown estimates & forecasts, 2016-2026
  - 9.2.2. Canada Microprinting Market
- 9.3. Europe Microprinting Market Snapshot
  - 9.3.1. U.K. Microprinting Market
  - 9.3.2. Rest of Europe Microprinting Market
- 9.4. Asia-Pacific Microprinting Market Snapshot
  - 9.4.1. China Microprinting Market
  - 9.4.2. India Microprinting Market
  - 9.4.3. Japan Microprinting Market
  - 9.4.4. Rest of Asia Pacific Microprinting Market
- 9.5. Latin America Microprinting Market Snapshot
  - 9.5.1. Brazil Microprinting Market
  - 9.5.2. Mexico Microprinting Market
- 9.6. Rest of The World Microprinting Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Top Market Strategies
- 10.2. Company Profiles
  - 10.2.1. Xerox Corporation
    - 10.2.1.1. Key Information
    - 10.2.1.2. Overview
    - 10.2.1.3. Financial (Subject to Data Availability)
    - 10.2.1.4. Product Summary
    - 10.2.1.5. Recent Developments
  - 10.2.2. Videojet Technologies, Inc.
  - 10.2.3. Matica Technologies Ag
  - 10.2.4. Brady Corporation
  - 10.2.5. Zebra Technologies Corporation
  - 10.2.6. HP Inc.
  - 10.2.7. Ricoh Company Ltd.
  - 10.2.8. Canon Finetech Nisca Inc.
  - 10.2.9. Source Technologies
  - 10.2.10. SAFEChecks

## **CHAPTER 11. RESEARCH PROCESS**

- 11.1. Research Process
  - 11.1.1. Data Mining
  - 11.1.2. Analysis
  - 11.1.3. Market Estimation
  - 11.1.4. Validation
  - 11.1.5. Publishing
- 11.2. Research Attributes
- 11.3. Research Assumption



## List Of Tables

### LIST OF TABLES

TABLE 1. LIST OF SECONDARY SOURCES, USED IN THE STUDY OF GLOBAL MICROPRINTING MARKET

TABLE 2. LIST OF PRIMARY SOURCES, USED IN THE STUDY OF GLOBAL MICROPRINTING MARKET

TABLE 3. GLOBAL MICROPRINTING MARKET, REPORT SCOPE

TABLE 4. YEARS CONSIDERED FOR THE STUDY

TABLE 5. EXCHANGE RATES CONSIDERED

TABLE 6. GLOBAL MICROPRINTING MARKET ESTIMATES & FORECASTS BY REGION 2016-2026 (USD BILLION)

TABLE 7. GLOBAL MICROPRINTING MARKET ESTIMATES & FORECASTS BY TYPE 2016-2026 (USD BILLION)

TABLE 8. GLOBAL MICROPRINTING MARKET ESTIMATES & FORECASTS BY PRINT TYPE 2016-2026 (USD BILLION)

TABLE 9. GLOBAL MICROPRINTING MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 10. GLOBAL MICROPRINTING MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 11. GLOBAL MICROPRINTING MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 12. GLOBAL MICROPRINTING MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 13. GLOBAL MICROPRINTING MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 14. GLOBAL MICROPRINTING MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 15. GLOBAL MICROPRINTING MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 16. GLOBAL MICROPRINTING MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 17. GLOBAL MICROPRINTING MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 18. GLOBAL MICROPRINTING MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 19. U.S. MICROPRINTING MARKET ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 20. U.S. MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 21. U.S. MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 22. CANADA MICROPRINTING MARKET ESTIMATES & FORECASTS,  
2016-2026 (USD BILLION)

TABLE 23. CANADA MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 24. CANADA MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 25. UK MICROPRINTING MARKET ESTIMATES & FORECASTS, 2016-2026  
(USD BILLION)

TABLE 26. UK MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 27. UK MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 28. GERMANY MICROPRINTING MARKET ESTIMATES & FORECASTS,  
2016-2026 (USD BILLION)

TABLE 29. GERMANY MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 30. GERMANY MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 31. ROE MICROPRINTING MARKET ESTIMATES & FORECASTS, 2016-2026  
(USD BILLION)

TABLE 32. ROE MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 33. ROE MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 34. CHINA MICROPRINTING MARKET ESTIMATES & FORECASTS,  
2016-2026 (USD BILLION)

TABLE 35. CHINA MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 36. CHINA MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 37. INDIA MICROPRINTING MARKET ESTIMATES & FORECASTS,  
2016-2026 (USD BILLION)

TABLE 38. INDIA MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 39. INDIA MICROPRINTING MARKET ESTIMATES & FORECASTS BY

SEGMENT 2016-2026 (USD BILLION)

TABLE 40. JAPAN MICROPRINTING MARKET ESTIMATES & FORECASTS,  
2016-2026 (USD BILLION)

TABLE 41. JAPAN MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 42. JAPAN MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 43. ROAPAC MICROPRINTING MARKET ESTIMATES & FORECASTS,  
2016-2026 (USD BILLION)

TABLE 44. ROAPAC MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 45. ROAPAC MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 46. BRAZIL MICROPRINTING MARKET ESTIMATES & FORECASTS,  
2016-2026 (USD BILLION)

TABLE 47. BRAZIL MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 48. BRAZIL MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 49. MEXICO MICROPRINTING MARKET ESTIMATES & FORECASTS,  
2016-2026 (USD BILLION)

TABLE 50. MEXICO MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 51. MEXICO MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 52. ROLA MICROPRINTING MARKET ESTIMATES & FORECASTS,  
2016-2026 (USD BILLION)

TABLE 53. ROLA MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 54. ROLA MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 55. ROW MICROPRINTING MARKET ESTIMATES & FORECASTS,  
2016-2026 (USD BILLION)

TABLE 56. ROW MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

TABLE 57. ROW MICROPRINTING MARKET ESTIMATES & FORECASTS BY  
SEGMENT 2016-2026 (USD BILLION)

## List Of Figures

### LIST OF FIGURES

- FIG 1. GLOBAL MICROPRINTING MARKET, RESEARCH METHODOLOGY
- FIG 2. GLOBAL MICROPRINTING MARKET, MARKET ESTIMATION TECHNIQUES
- FIG 3. GLOBAL MARKET SIZE ESTIMATES & FORECAST METHODS
- FIG 4. GLOBAL MICROPRINTING MARKET, KEY TRENDS 2018
- FIG 5. GLOBAL MICROPRINTING MARKET, GROWTH PROSPECTS 2019-2026
- FIG 6. GLOBAL MICROPRINTING MARKET, PORTERS 5 FORCE MODEL
- FIG 7. GLOBAL MICROPRINTING MARKET, PEST ANALYSIS
- FIG 8. GLOBAL MICROPRINTING MARKET, VALUE CHAIN ANALYSIS
- FIG 9. GLOBAL MICROPRINTING MARKET BY SEGMENT, 2016 & 2026 (USD BILLION)
- FIG 10. GLOBAL MICROPRINTING MARKET BY SEGMENT, 2016 & 2026 (USD BILLION)
- FIG 11. GLOBAL MICROPRINTING MARKET BY SEGMENT, 2016 & 2026 (USD BILLION)
- FIG 12. GLOBAL MICROPRINTING MARKET BY SEGMENT, 2016 & 2026 (USD BILLION)
- FIG 13. GLOBAL MICROPRINTING MARKET BY SEGMENT, 2016 & 2026 (USD BILLION)
- FIG 14. GLOBAL MICROPRINTING MARKET, REGIONAL SNAPSHOT 2016 & 2026
- FIG 15. NORTH AMERICA MICROPRINTING MARKET 2016 & 2026 (USD BILLION)
- FIG 16. EUROPE MICROPRINTING MARKET 2016 & 2026 (USD BILLION)
- FIG 17. ASIA PACIFIC MICROPRINTING MARKET 2016 & 2026 (USD BILLION)
- FIG 18. LATIN AMERICA MICROPRINTING MARKET 2016 & 2026 (USD BILLION)
- FIG 19. GLOBAL MICROPRINTING MARKET, COMPANY MARKET SHARE ANALYSIS (2018)

## **COMPANIES MENTIONED**

Xerox Corporation  
Videojet Technologies, Inc.  
Matica Technologies Ag  
Brady Corporation  
Zebra Technologies Corporation  
HP Inc.  
Ricoh Company Ltd.  
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