

# **Global Packaging Printing Market Size study, by Printing Technology (Flexography, Gravure and Digital), By Application (Food & Beverages, Cosmetic, Pharmaceutical and Others) and Regional Forecasts 2019-2026**

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## **Abstracts**

Global Packaging Printing Market is valued approximately at USD 148.09 billion in 2018 and is anticipated to grow with a healthy growth rate of more than 5.00 % over the forecast period 2019-2026. Packaging Printing is a kind of label which is written, graphical and electronic representation on the package. Also, it offers wide range of advantages that include protection against counterfeit, aesthetic appeal and better communicability. Additionally, retail-industry for packaging printing to witness prominent growth owing to the enhanced aesthetic appeal along with better labelling. As a result, the demand and utility for printing packaging would increase thereby, making its way for the growth of the market. The growth of the market is primarily driven by the growing need for innovative packaging along with the changing consumer preferences has also triggered the use of printed packaging in retail sector. For Instance: as per the report published by Smithers in 2017, on 'The Future of Digital Print for Printing' reveals that digital print continues to disrupt the retail & packaging industry. Labelling has been the early adopter and is mature in some regions, also substantial growth in carton, flexible and corrugated along with the developments in metal printing is witnessed. The report reveals that , the expanding digital packaging market is anticipated to grow by 13% annually to exceed \$22 billion in 2020. However, high initial capital owing to the installation of printing machines is expected to impede the growth of the market over the forecast period.

The regional analysis of global Packaging Printing market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the

World. Asia-Pacific is expected to hold a notable share in the world in terms of revenue owing to the high disposable incomes, manufacturers focus on developing low-cost packaging printing options along with the growth in e-retail sales. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period. Factors such as growing demand for convenience packaging products is also expected to drive the growth of the region during the forecast period of 2019-2026.

Major market player included in this report are:

AR Packaging Group AB

Amcor Limited

Belmont Packaging

Canon Inc

DS Smith Packaging Limited

Duncan Printing Group

Dunmore

EI DU PONT NEMOURS AND COMPANY

EASTMAN Kodak Co

Edelmann Packaging Mexico SA. DE C.V

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 Printing Technology:

Flexography

Gravure

Digital

By Application:

Food & Beverages

Cosmetic

Pharmaceutical

Others

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 Packaging Printing 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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