

# **Global Printed Signage Market Size study & Forecast, by Type (Banner and Backdrop, Corporate Graphics, Exhibitions, and Trade Shows, Backlit Displays, Pop Displays, and Billboards), Print Technology (Screen, Inkjet, and Sheetfed), End-user Vertical (BFSI, Retail, Transportation and Logistics, and Healthcare) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Printed Signage Market is valued at approximately USD XXX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XXX% over the forecast period 2022-2029. Printed Signage is the use of signs, emblems, and other useful information for message communication is known as signage. A sign also can refer to a group of signs taken together as a whole. The Printed Signage market is expanding because of factors such as the Cost Effectiveness of Printed Signage and rising demand from the end-user industries, food & beverages, the packaging industry, the healthcare industry, the e-commerce industry, and others. The market is anticipated to grow in the near future, owing to the rising number of investments in printed signage and advancements in virtual presenting articles.

According to the US Department of the Commerce, the retail sales in the United States went from USD 5.15 Trillion, in the year 2021, to USD 5.27 Trillion, in the year 2023 and is expected to go to USD 5.31 Trillion, by the year end of 2024 and USD 5.35 Trillion, by the year end 2025. Further, the percentage of user penetration, in the healthcare industry is expected to go to 17.3%, by the year end of 2025 from 13.7%, in the year 2022. However, the availability of other better substitutes may halt market growth.

The key regions considered for the Global Printed Signage Market study includes Asia

Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific dominated the market in terms of revenue, innovations in signage, changes, and other designing of the same. For instance, Colorjet extended its selection of signs printer in April 2021 when it announced the availability of SoniQ I. A low-cost, high-value signage printer, the SoniQ I allows PSPs to grow their businesses by offering flexible publishing at fast rates. At a rate of 1,232 square feet per hour, it offers printability. Additionally, SoniQ I was developed, designed, and manufactured in India by international guidelines and approvals, making it suitable for both indoor and outdoor use. North America is expected to grow with the highest CAGR during the forecast period, owing to its increasing use in the food & beverages industry.

Major market player included in this report are:

Mactac LLC (Lintec)  
Avery Dennison Corporation  
Spandex  
IGEPA group GmbH & Co. KG  
Orafol Europe GmbH  
Identity Group  
Lintec Corporation  
3A Composites Holding AG  
Signs Express  
EhKo Sign Industries KFT

Recent Developments in the Market:

April 2022 - To broaden its product portfolio in the display sector and gain access to Sweden's natural fibre board manufacturing facility, 3A Composites has decided to enter a contract to acquire a 25% stake in Swedish International AB through a direct capital increase.

Epson launched two new sign printers in February 2021. Both printers include fast lamination, strong resistance to abrasion, and multi-purpose resin ink for a wide range of uses. These are suitable for a wide range of sign printing applications on various media since they are made to produce higher-quality prints with greater colour reproduction and consistency.

Global Printed Signage Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Type, Print Technology, End-User Vertical and Region  
Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World  
Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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:

- Banner and Backdrop
- Corporate Graphics
- Exhibitions and Trade Shows
- Backlit Displays
- Pop Displays
- Billboards

By Print Technology:

- Screen
- Inkjet
- Sheetfed

By End-User Vertical:

- BFSI
- Retail
- Transportation and Logistics
- Healthcare

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

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