

Global Printing Inks Market Outlook to 2027

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Abstracts

Printing Inks are usually a gel, sol, or solution consisting of pigments of the required color mixed with oil or varnish used for writing, drawing, or printing text, images, or patterns. According to BlueQuark Research & Consulting, the global Printing Inks market is expected to witness a significant growth rate during the forecasted period. Factors like the increasing demand and use of Printing ink in making labels and packaging applications as a staining agent for printing words, pictures, and patterns on different surfaces are expected to drive the Global Printing Inks market. Further, the use of Printing Inks in commercial Printing for printing hoardings, flags, pop-up displays, exhibition graphics, billboards, etc., is projected to drive the global market. Furthermore, the use of Printing ink in the publications industry for making print media like newspapers, books, notepads, novels, etc., is expected to drive the Global Printing Inks Market. However, factors like health concerns associated with printing inks like dermatitis, skin allergy, burns and eye damage, availability of bio-based inks, and stringent government regulations regarding the use of printing inks are expected to restrain the market growth of the global printing ink market.

Printing Inks are used as a staining agent constituting pigments, binders, solvents, and adhesives, making it suitable for application on plastics, papers, metals, etc. Its main uses are books, newspapers, posters, stationery, water based printing inks, labels, letters, newsletters, some banners, point of sale items, flexible packaging, menus, External vinyl banners, signage, wallpaper, floor graphics, laminating and mounting, pop-up displays, exhibition graphics, billboards, high-quality prospectuses, gravure printing ink, lithographic ink, flexographic ink, inkjet inks, handbooks, catalogs, look books, newsletters, magazines, posters, leaflets, brochures and so much more.

The Packaging and Labelling Industry is the primary consumer of Printing Inks where its use is projected to drive the Global Market. With the growing customer reach of brands and services, a strong brand image in the form of Logos and designs has made

customers associate with the brand driving the companies to put up billboards, pamphlets, and brochures nearby the customer, thus driving the demand for printing inks in the packaging industry. Printing Inks deliver a message, provide protection, and ensure a decorative image to the substrate, and with the dispersion of insoluble colorants and solutions of dyes in a varnish or vehicle, the inks add a personal touch to send messages which are lost by online messages, adding a vintage tint favored by many consumers for a direct connect. Further, with the advent of 3D printing technology from consumers, researchers, and industrial production, there is a growing demand for inks for the fabrication of volumetric constructs and devices. Furthermore, the use of UV curable inks is on the rise due to factors like the rising demand for screen printing applications, environmental friendly and smear-resistant properties, along with their property of reducing the need for air permits allowing the productivity of printers to increase with properties like being quick to dry and offer pleasant gloss and consistent print. Rising retail purchases, e-commerce purchases, and rising books and magazine demand are driving the need for digital Printing of printing inks. Thus, factors like these have all combined for the growth opportunity for the Printing Inks market.

Some of the market's key players are Flint Group , BASF SE , DIC Corporation , Siegwirk Druckfarben AG & Co. KGaA , SAKATA INX CORPORATION , T&K TOKA Corporation , Dainichiseika Color & Chemicals Manufacturing Co., Ltd. , among others.

The Asia Pacific region is poised to be the leader in the global production and subsequent consumption of Printing Inks, with most of the consumption in the populated areas and countries, including South Asia and China. The growing number of brands being established in the region mainly due to the vast untapped market opportunity has made the use of printing inks grow as the use of billboards, brochures, pamphlets, and other marketing methods has increased mainly to establish a brand image. Further, the steep inclination of people buying e-commerce goods in the region and the application of printing inks in various online sold products like packaging, commercial Printing, electronic, garment pricing, etc., has made the demand from the region increase. Furthermore, the large-scale availability of the inkjet process, which has the advantages of being non-contact, and low cost used extensively for the Printing of large formats on a wide range of substrates, and making it suitable for packaging is projected to drive the regional Printing Inks market. The easy availability of raw materials, manufacturing sites, and the subsequent market have made the demand for Printing ink grow, thus growing the regional demand. Therefore all the factors have made the Asia Pacific a critical region for the overall growth of Printing Inks.

In June 2021, Shutterfly Inc ., a digital retailer and manufacturing platform for making

personalized products, acquired Spoonflower for USD 225 Million.

In May 2021, Paper Excellence, a global manufacturer of pulp and Printing, writing, specialty, and packaging papers, acquired Domtar, the largest integrated producer of uncoated free-sheet paper, for USD 3 Billion.

In December 2020, The European Commission approved the proposed acquisition of BASF Colors & Effects by the DIC Corporation.

Global Printing Inks Market report provides deep insight into the Industrial market's current and future state across various regions. The study comprehensively analyses the Printing Inks market by segmenting based on the Type (Water-Based, Oil-Based, UV, UV-LED, Solvent-Based, Others), Product (Lithographic Ink, Flexographic Ink, Gravure Ink, Digital Ink, Letterpress Ink, Others), Resin Type (Modified Resin, Hydrocarbon, Modified Cellulose, Acrylics, Polyamide, Polyurethane, Others), Application (Label and Packaging, Commercial Printing, Publications, Others), and Geography (Asia-Pacific, North America, Europe, Latin America, and Middle-East and Africa). The report examines the market drivers and restraints and the impact of Covid-19 on the market growth in detail. The study covers and includes emerging market trends, developments, opportunities, and challenges in the industry. This report also covers extensively researched competitive landscape sections with prominent companies and profiles, including their market shares and projects.

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Flint

oration

Druckfarben AG & Co. KGaA

INX CORPORATION

KA Corporation

eika Color & Chemicals Manufacturing Co., Ltd.

nk Co.,Ltd.

CO., LTD.

uckfarben AG

Mfg. Co., Ltd.

ding GmbH

PRINTING INK MFG. CO., LTD.

Companies is not exhaustive

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