

# **Digital Printing Market: Segmented By Type (Inkjet and Laser): By Ink (UV-cured, Aqueous, Solvent, Latex, and Dye Sublimation): By Application (Plastic Films or Foils, Textile, Glass, Paper/Books, Ceramic and Others): Global Analysis by Market size, share & trends for 2020-2021 and forecasts to 2031**

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## **Abstracts**

[175+ Pages Research Report] Digital Printing Market to surpass USD 28.1 billion by 2031 from USD 19.7 billion in 2021 at a CAGR of 3.59% within the coming years, i.e., 2021-31.

### Product overview

Digital Printing is a modern mechanism of manufacture that enables for printing from electronic files. Digital printing can be well-defined as the method of printing digital-based images, which can be directly printed onto various media substrates (paper, photo paper, canvas, fabric, synthetics, cardstock, and other substrates). Digital printing does not involve a printing plate in contrast to the more traditional offset printing. Digital printing is an substitute to several other more conventional approaches such as lithography, flexography, gravure, letterpress, and others.

### Market Highlights

Digital Printing Market is predicted to project a notable CAGR of 3.59% in 2031

Digital printing is one of the wildest developing segments of the sign industry. Its growth can be seen in the incredible size of what can now be formed. Rising demand for sustainable printing and developments in packaging and textile industries are the key factors driving the growth of the digital printing market.

## Digital Printing Market: Segments

UV-cured segment to grow with the highest CAGR during 2021-2031

Based on Ink Type, the market is segmented into Inkjet and Laser. The Inkjet printhead segment holds the highest market share of Digital Printing. Inkjet print heads can either be of continuous inkjet type or drop-on-demand inkjet printers. In the continuous inkjet printer, a continuous stream of ink is supplied to the print head with the help of a pump and a piezoelectric nozzle cycle. The continuous inkjet printer leads to higher consumption of ink than -on-demand inkjet printers.

Inkjet printhead Segment to grow with the highest CAGR during 2021-2031

Digital Printing Market by Application is segmented into Food Sorting, Consumer Engagement, and Quality Control. The market size of the Consumer Engagement segment is anticipated to grow at the highest CAGR during the forecast period. Increasing need to predict taste, preference, and mode of purchase of customer is deriving placement of AI solution in global F&B industry. F&B industries are growing utilizing artificial techniques to analyze the emotion of their customer in order to enhance product offerings.

## Digital Printing Market: Market Dynamics Drivers

### Developments in packaging industries

In marketing, the packing of a product gives data about the excellence and standard of a product. Thus, product manufacturers want the packaging of their products to be more attractive so that they can sell them quickly in the market. Packaging can be made beautiful by printing high-quality visuals on substrates such as plastic films, textiles, release liners, etc., which can be done by digital printers as they offer advantages such as UV-cured printing, along with far superior detail, clarity, and quality as related to their smaller counterparts. These printers also accommodate customers' necessity for numerous languages, regional preferences, or targeted marketing by changing colors, text, and images. Digital printing is already well recognized in label production, and electrophotography and inkjet have a rising share of the market value.

### Rising demand from in-plant market

An in-plant is an in-house document reproduction department that assists the needs of its parent industry, be it a corporation, organization, a government agency, school, university, or any other vertical. In-plant printing offers several varieties of printing and related services. While its prime function is to serve the parent organization, more than 50% of in-plants also insource print jobs from outside to fund equipment purchases.

### Restraints

High investment cost

The early investments in digital printers are quite high. Additionally, installation, connection, and maintenance also acquire higher costs. One of the main factors accountable for this high cost is the complication of design of digital printers. The condition of toner and inkjet varies according to applications. Furthermore, the cost of ink used in the inkjet technology is very high. Thus, all these factors lead to the increased overall cost of digital printers.

### Impact of the COVID-19 on the Digital Printing Market

The outbreak of COVID-19 has brought effects on many features, like aircraft terminations; travel bans and quarantines; restaurants, cafes closed; all outdoor events restricted; over forty countries state of emergency declared; massive slowing of the supply chain; stock market instability; dropping business confidence, building panic among the population, and doubt about future. The COVID-19 pandemic has amplified the demand for flexible packaging, which is considered more hygienic due to limited handling. Another positive result has been the rise of F&B delivery services, which also enlarges the use of disposable packaging.

### Digital Printing Market: Key Players

Konica Minolta (Japan)

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

Hewlett-Packard Development Company

I.P. (US)

Canon, Inc. (Japan)

Ricoh Company, Ltd. (Japan)

Mimaki Engineering Co., Ltd. (Japan)

Roland DG Corporation (Japan)  
Xerox Corporation (US)  
Printronix (US)  
Brother Industries, Ltd. (Japan)  
Oki Electric Industry (Japan)  
Kyocera Corporation (Japan)  
Toshiba (Japan)  
Samsung Electronics (South Korea)  
Other prominent players

#### Digital Printing Market: Regions

Digital Printing Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific, and the Middle East, and Africa. North America is estimated to contribute the largest share of the Digital Printing Market during the forecast period owing to the overall preference and enthusiasm shown by the general population in the region towards adopting digital printing. Moreover, large number of players functioning in this region also influence to drive the growth of the market in North America. Asia Pacific also holds a major share of the global market. The market in the region is also projected to register the highest CAGR during the forecast period.

Digital Printing Market is further segmented by region into:

North America Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR-United States and Canada

Latin America Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR-Mexico, Argentina, Brazil and Rest of Latin America

Europe Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR- United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

Asia Pacific Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR-India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia and Rest of APAC

Middle East and Africa Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa and Rest of MENA

Digital Printing Market report also contains analysis on:

Digital Printing Market Segments:

Type  
Inkjet

Laser  
By Ink  
UV-cured  
Aqueous  
Solvent  
Latex  
Dye Sublimation  
By Application  
Plastic Films or Foils  
Textile  
Glass  
Paper/Books  
Ceramic  
Others  
Digital Printing Market Dynamics  
Digital Printing Market Size  
Supply & Demand  
Current Trends/Issues/Challenges  
Competition & Companies Involved in the Market  
Value chain of the Market  
Market Drivers and Restraints  
Digital Printing Market Report Scope and Segmentation

#### Report Attribute Details

Market size value in 2021 USD 19.7 billion

Revenue forecast in 2031 USD 28.1 billion

Growth Rate CAGR of 3.59% from 2021 to 2031

Base year for estimation 2021

Quantitative units Revenue in USD million and CAGR from 2021 to 2031

Report coverage Revenue forecast, company ranking, competitive landscape, growth factors, and trends

Segments covered Type, Ink Type, Application, and region

Region scope North America; Europe; Asia Pacific; Latin America; Middle East & Africa (MEA)

Key companies profiled Canon, Inc. (Japan), Ricoh Company, Ltd. (Japan), Mimaki Engineering Co., Ltd. (Japan), Roland DG Corporation (Japan), Xerox Corporation (US), Printronix (US), Brother Industries, Ltd. (Japan), Oki Electric Industry (Japan), Kyocera Corporation (Japan), Toshiba (Japan), Samsung Electronics (South Korea), and Others



## Contents

### **1. EXECUTIVE SUMMARY**

### **2. DIGITAL PRINTING MARKET**

- 2.1. Product Overview
- 2.2. Market Definition
- 2.3. Segmentation
- 2.4. Assumptions and Acronyms

### **3. RESEARCH METHODOLOGY**

- 3.1. Research Objectives
- 3.2. Primary Research
- 3.3. Secondary Research
- 3.4. Forecast Model
- 3.5. Market Size Estimation

### **4. AVERAGE PRICING ANALYSIS**

### **5. MACRO-ECONOMIC INDICATORS**

### **6. MARKET DYNAMICS**

- 6.1. Growth Drivers
- 6.2. Restraints
- 6.3. Opportunity
- 6.4. Trends

### **7. CORRELATION & REGRESSION ANALYSIS**

- 7.1. Correlation Matrix
- 7.2. Regression Matrix

### **8. RECENT DEVELOPMENT, POLICIES & REGULATORY LANDSCAPE**

### **9. RISK ANALYSIS**

9.1. Demand Risk Analysis

9.2. Supply Risk Analysis

## **10. DIGITAL PRINTING MARKET ANALYSIS**

10.1. Porters Five Forces

10.1.1. Threat of New Entrants

10.1.2. Bargaining Power of Suppliers

10.1.3. Threat of Substitutes

10.1.4. Rivalry

10.2. PEST Analysis

10.2.1. Political

10.2.2. Economic

10.2.3. Social

10.2.4. Technological

## **11. DIGITAL PRINTING MARKET**

11.1. Market Size & forecast, 2020A-2030F

11.1.1. By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

11.1.2. By Volume (Million Units) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

## **12. DIGITAL PRINTING MARKET: MARKET SEGMENTATION**

12.1. By Regions

12.1.1. North America:(U.S. and Canada), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.2. Latin America: (Brazil, Mexico, Argentina, Rest of Latin America), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.3. Europe: (Germany, UK, France, Italy, Spain, BENELUX, NORDIC, Hungary, Poland, Turkey, Russia, Rest of Europe), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.4. Asia-Pacific: (China, India, Japan, South Korea, Indonesia, Malaysia, Australia, New Zealand, Rest of Asia Pacific), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.5. Middle East and Africa: (Israel, GCC, North Africa, South Africa, Rest of Middle East and Africa), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.2. By Type: Market Share (2021-2031F)



- 12.2.1. Inkjet, By Value (USD Million) 2021-2031F; Y-o-Y Growth (%) 2021-2030F
- 12.2.2. Laser, By Value (USD Million) 2021-2031F; Y-o-Y Growth (%) 2021-2030F
- 12.3. By Ink-Type: Market Share (2021-2031F)
  - 12.3.1. UV-cured, By Value (USD Million) 2021-2031F; Y-o-Y Growth (%) 2021-2030F
  - 12.3.2. Aqueous, By Value (USD Million) 2021-2031F; Y-o-Y Growth (%) 2021-2030F
  - 12.3.3. Solvent, By Value (USD Million) 2021-2031F; Y-o-Y Growth (%) 2021-2030F
  - 12.3.4. Dye Sublimation, By Value (USD Million) 2021-2031F; Y-o-Y Growth (%) 2021-2030F
  - 12.3.5. Others, By Value (USD Million) 2021-2031F; Y-o-Y Growth (%) 2021-2030F
- 12.4. By Application: Market Share (2021-2031F)
  - 12.4.1. Plastic Films or Foils, By Value (USD Million) 2021-2031F; Y-o-Y Growth (%) 2021-2030F
  - 12.4.2. Textile, By Value (USD Million) 2021-2031F; Y-o-Y Growth (%) 2021-2030F
  - 12.4.3. Glass, By Value (USD Million) 2021-2031F; Y-o-Y Growth (%) 2021-2030F
  - 12.4.4. Paper/Books, By Value (USD Million) 2021-2031F; Y-o-Y Growth (%) 2021-2030F

## **13 COMPANY PROFILE**

- 13.1. Konica Minolta (Japan)
  - 13.1.1. Company Overview
  - 13.1.2. Company Total Revenue (Financials)
  - 13.1.3. Market Potential
  - 13.1.4. Global Presence
  - 13.1.5. Key Performance Indicators
  - 13.1.6. SWOT Analysis
  - 13.1.7. Product Launch
- 13.2. Hewlett-Packard Development Company
- 13.3. I.P. (US)
- 13.4. Canon, Inc. (Japan)
- 13.5. Ricoh Company, Ltd. (Japan)
- 13.6. Mimaki Engineering Co., Ltd. (Japan)
- 13.7. Roland DG Corporation (Japan)
- 13.8. Xerox Corporation (US)
- 13.9. Printronix (US)
- 13.10. Brother Industries, Ltd. (Japan)
- 13.11. Oki Electric Industry (Japan)
- 13.12. Kyocera Corporation (Japan)
- 13.13. Toshiba (Japan)

13.14. Samsung Electronics (South Korea)

13.15. Other Prominent Players

## **14 CONSULTANT RECOMMENDATION**

\*\*The above given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

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