

# **Water-based Printing Inks Market By resin type (Acrylic, Polyester, Maleic and Others); By technology (Flexography, Gravure, Digital and Others); By application (Packaging, Publication, Tags and Labels and Others) and Region –Analysis of Market Size, Share and Trends for 2014 – 2019 and Forecasts to 2030**

<https://marketpublishers.com/r/W04A54FCEDC7EN.html>

Date: May 2024

Pages: 156

Price: US\$ 5,000.00 (Single User License)

ID: W04A54FCEDC7EN

## **Abstracts**

### Product Overview

Water-based ink can be described as an ink containing either pigment or coloring with water as a solvent in a colloidal suspension. While water is the key solvent used in the manufacturing process of water-based inks, the inks can contain other co-solvents to minimize the time and heat required to heal ink film on cloth. Water-based inks are more stable on press viscosity, as water slowly evaporates. The key factors that influence the growth of the water-based inks market are flow behavior, color, good surface appearance, gloss, and consistency. New generation water-based products are easier to clean and have lower flammability levels compared to solvent counterparts. Water-based ink formulations were prepared and printed on polyethylene film substrates, using surfactant, wax, and defoamer additives. Growth in flexible packaging, increased demand for printing inks, and increased environmental and safety concerns are key drivers of growth for the water-based ink industry. Using water-based inks decreases the amount of hazardous waste that also serves as a growth driver for the market.

### Market Highlights

The Water-based Printing Inks Market size was registered at USD XX billion in 2019 and is estimated to reach USD XX billion by 2030, registering a CAGR of XX% from 2020 to 2030.

Packaging brings a distinctive appeal to every product and helps clients to differentiate between a specific product and other related products. Flexible packaging such as containers, pouches, and films can be used to package foods, drinks, pharmaceuticals, cosmetics, and personal care items. This, in fact, is fuelling worldwide demand for water-based inks. Growth in flexible packaging, increased demand for printing inks, and increased environmental and safety concerns are key drivers of growth for the water-based ink industry. Using water-based inks decreases the amount of hazardous waste that also serves as a growth driver for the market.

Source: Fatpos Global

#### Water-based Printing Inks Market: Segments

The Water-based Printing Inks Market is segmented based on resin type, technology, application, and region.

By resin type (in %), Water-based Printing Inks Market, 2019

The acrylic resin type segment is anticipated to register XX% of the market share during the forecasted period.

By resin type, the market can be segmented into Acrylic, Polyester, Maleic, and Others. Acrylic has become a highly attractive segment of the global market for water-based printing inks, and the trend is expected to continue over the forecast period due to the suitability of acrylic resins in different applications.

By application (in %), Water-based Printing Inks Market, 2019

The packaging segment accounted for XX% of the nation's volume in 2019

The application segment can be classified into Packaging, Publication, Tags and Labels, and Others. The packaging segment accounted for a big share of the global demand for water-based printing inks. Growing demand for flexible packaging in the food and beverage sector is expected to fuel the market for packaging due to its less weight and esthetic appeal. In turn, this is projected to boost the global demand for water-based printing inks in the near future.

By technology (in %), Water-based Printing Inks Market, 2019

The flexography segment is anticipated to register XX% of the market share during the forecasted period.

By technology, the market can be segmented into Flexography, Gravure, Digital, and Others. Flexography printing technology is a highly profitable segment of the world market for water-based printing inks. One of the widely used printing methods is the flexographic printing technique. Various substrates such as paper, plastic, and paperboard are printed using it. Due to its ability to print a wide variety of materials and

the use of environmentally friendly printing inks such as water-based printing inks, the market share of the flexography technology segment is expected to increase during the forecasting period. The development of flexible packaging and label printing industries will likely drive the segment in the coming years.

The region segment can be further divided into five major types including North America, Latin America, Europe, APAC, and MENA.

Source: Fatpos Global

#### Water-based Printing Inks Market Dynamics:

High demand for applicants and environmental concerns to increase the market growth Packaging brings a distinctive appeal to every product and helps clients to differentiate between a specific product and other related products. Flexible packaging such as containers, pouches, and films can be used to package foods, drinks, pharmaceuticals, cosmetics, and personal care items. This, in fact, is fuelling worldwide demand for water-based inks. Growth in flexible packaging, increased demand for printing inks, and increased environmental and safety concerns are key drivers of growth for the water-based ink industry. Using water-based inks decreases the amount of hazardous waste that also serves as a growth driver for the market.

Limited applications and availability of substitutes to hinder the market growth Applications of water-based inks are limited to highly alkaline environments as these inks are soluble in alkaline solutions, and because of the high surface energy of water molecules, such inks cannot wet and print smoothly on difficult substrates. This is expected to hamper the market for water-based printing inks. UV-cured printing inks are a superior alternative to conventional inks and are used in various printing processes such as inkjet, gravure, and flexography, as they offer many advantages over Water-based Inks. UV-treated inks do not contain volatile organic compounds (VOC), because the process of drying is quicker. Therefore, it will limit the demand for water-based inks during the forecast period.

#### Water-based Printing Inks Market: Regions

In terms of value and volume, APAC accounted for the total market volume share in 2019

As regards both volume and value, APAC was a leading global market area, due to the growth of the packaging and newspaper industries and the presence of major water-based ink manufacturers in the region, it is expected to expand at a rapid pace during the forecast period. This, in turn, fuels the market for water-based inks in various

applications including corrugated packaging and folding cartons. In addition, growth in the advertising sector and increasing investment in food and beverage marketing are also expected to fuel the demand over the forecast period. During the forecast period, the water-based inks market in Latin America is also projected to expand at a steady pace, as demand for water-based inks in these regions is expected to increase in the coming years due to growth in the packaging sector.

The region segment can be further divided into five major types including North America, Latin America, Europe, APAC, and MENA.

Source: Fatpos Global

The Water-based Printing Inks Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities-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

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

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

Water-based Printing Inks Market: Competitive landscape

Continuous advancement in water-based inks, such as the production of pH stable and resin inks used is expected to provide market growth opportunities among the key players.

Water-based Printing Inks Market: Key players

Flint Group

Business Strategy

Key Product Offerings

Financial Performance

Key Performance Indicators

Risk Analysis

Recent Development

Regional Presence

SWOT Analysis

Huber Group

Sakata Inx  
Dic Corporation  
Dow Corning Corporation  
Evonik Industries Ag  
The Sherwin-Williams Company  
Color Resolution International  
Nazdar Ink Company  
Other prominent players

The Water-based Printing Inks Market report also contains analysis on:

Water-based Printing Inks Market segments:-

By resin type:

Acrylic

Polyester

Maleic

Others

By technology:

Flexography

Gravure

Digital

Others

By application:

Packaging

Publication

Tags and Labels

Others

Water-based Printing Inks Market dynamics

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

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