

# Global Digital Printing Primer and Coating Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Digital Printing Primer and Coating market size is expected to reach \$ 1739 million by 2032, rising at a market growth of 3.6% CAGR during the forecast period (2026-2032).

In 2025, global Digital Printing Primer and Coating production reached approximately 681 k tons, with an average global market price of around US\$1,924 per ton. Digital printing primers and coatings are special liquid applications that prepare a surface (substrate) before or after ink is applied, ensuring better ink adhesion, improved color, durability (scratch/water resistance), and enabling printing on difficult materials like plastics and metals for high-quality, lasting results in digital printing. Primers go before ink to create a receptive surface, while coatings (like OPVs) often go after to add protection and effects.

The global market for digital printing primers and coatings is intrinsically linked to the adoption and substitution trends of digital printing technology. Digital printing continues to capture market share from traditional analog processes like offset printing, particularly in packaging, labeling, on-demand publishing, and commercial printing. This structural shift generates steady demand for compatible primers and coatings. Key drivers include the downstream industry's need for flexibility, sustainability, and automation. Brands' growing preference for short-run and customized orders necessitates rapid response capabilities, reinforcing the strategic role of digital printing and its consumables. Simultaneously, stringent global environmental regulations, such as the EU's Packaging and Packaging Waste Regulation (PPWR), are mandating design-for-recycling principles, boosting demand for coating technologies that support sustainable production by minimizing waste and utilizing eco-friendly materials. Furthermore, widespread skilled labor shortages in the print industry are accelerating investment in automated, intelligent digital printing systems, driving the need for compatible, high-performance primers and coatings. The market faces constraints,

however, as the cost-effectiveness of digital printing for very high-volume jobs remains competitive with traditional methods. The transition also requires deep integration of technology, personnel, and processes beyond mere equipment acquisition, posing significant challenges in technical integration and capital investment for businesses. In summary, the market evolves under the combined influence of technological displacement, environmental policy, and shifting demand, with its growth trajectory tied to the expanding penetration of digital printing within the global print value chain.

This report studies the global Digital Printing Primer and Coating production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Digital Printing Primer and Coating and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Digital Printing Primer and Coating that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Digital Printing Primer and Coating total production and demand, 2021-2032, (K Tons)

Global Digital Printing Primer and Coating total production value, 2021-2032, (USD Million)

Global Digital Printing Primer and Coating production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Tons), (based on production site)

Global Digital Printing Primer and Coating consumption by region & country, CAGR, 2021-2032 & (K Tons)

U.S. VS China: Digital Printing Primer and Coating domestic production, consumption, key domestic manufacturers and share

Global Digital Printing Primer and Coating production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Tons)

Global Digital Printing Primer and Coating production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Tons)

Global Digital Printing Primer and Coating production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Tons)

This report profiles key players in the global Digital Printing Primer and Coating market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Actega, AkzoNobel, Lubrizol, Klumpp-Coatings, Teknos, Michelman, Sun Chemical, Solenis, Nirotek, Polytex Environmental Inks, etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Digital Printing Primer and Coating market

**Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Tons) and average price (US\$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Digital Printing Primer and Coating Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Digital Printing Primer and Coating Market, Segmentation by Type:

Water-based

Solvent-based

Global Digital Printing Primer and Coating Market, Segmentation by Curing Method:

Self-curing

UV-curing

Global Digital Printing Primer and Coating Market, Segmentation by Substrate:

Textiles

Paper

Film

Others

Global Digital Printing Primer and Coating Market, Segmentation by Application:

Textiles and Apparel

Furniture and Wood Products

Advertising and Commercial Printing

Packaging Printing

Other

**Companies Profiled:**

Actega

AkzoNobel

Lubrizol

Klumpp-Coatings

Teknos

Michelman

Sun Chemical

Solenis

Nirotek

Polytex Environmental Inks

Coating & Adhesives Corporation

Spring Coating Systems

CHT Group

Follmann

INX International Ink

TIGER Coatings

**Key Questions Answered:**

1. How big is the global Digital Printing Primer and Coating market?
2. What is the demand of the global Digital Printing Primer and Coating market?
3. What is the year over year growth of the global Digital Printing Primer and Coating market?
4. What is the production and production value of the global Digital Printing Primer and Coating market?
5. Who are the key producers in the global Digital Printing Primer and Coating market?
6. What are the growth factors driving the market demand?

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