

Global Gravure Printing Machinery Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Gravure Printing Machinery market size is expected to reach \$ 1694 million by 2032, rising at a market growth of 2.3% CAGR during the forecast period (2026-2032).

In 2025, global Gravure Printing Machinery production reached approximately 2800 units, with an average global market price of around US\$ 500000 per unit. Gravure printing machinery refers to industrial printing equipment that utilizes an engraved cylinder to transfer ink onto a substrate through a rotary intaglio printing process. The engraved cells on the cylinder are filled with ink, and excess ink is removed by a doctor blade before the image is transferred directly to paper, film, foil, or other flexible materials. Gravure printing is renowned for its exceptional print quality, precise color consistency, and ability to produce high-resolution images at high speeds, making it particularly suitable for long-run applications such as packaging, labels, magazines, catalogues, decorative laminates, and specialty printing products. Gravure presses are available in various configurations, including narrow-web and wide-web designs, and they can accommodate water-based, solvent-based, and UV-curable inks, providing versatility across multiple substrates and regulatory compliance with environmental standards. From a profitability perspective, gravure printing machinery manufacturers typically achieve gross margins between 20% and 35%, although high-end, fully automated presses can command margins upwards of 40% due to advanced features such as multi-color printing stations, inline drying and curing systems, integrated web tension controls, and automated plate changing. These systems are capital-intensive and technologically sophisticated, which allows manufacturers to differentiate on quality, reliability, and production efficiency. Beyond initial equipment sales, recurring revenue streams from spare parts, engraved cylinders, inks, maintenance contracts, and software solutions significantly contribute to overall profitability, creating a stable long-

term business model that combines equipment sales with consumables and service support. The global market for gravure printing machinery remains substantial, driven largely by the packaging industry, particularly flexible packaging, laminates, and specialty labels, where high print quality and consistency are paramount. While digital and flexographic technologies have gained traction in short-run applications, gravure maintains a strong position in high-volume, long-run production due to its superior image fidelity and low per-unit printing cost at scale. Growth in consumer goods, food and beverage, personal care, pharmaceuticals, and e-commerce logistics continues to support demand for high-quality packaging, especially in emerging markets in Asia-Pacific, Latin America, and parts of Eastern Europe, where manufacturers are upgrading equipment to meet global standards. In mature markets such as Europe and North America, replacement demand is driven by automation upgrades, energy efficiency improvements, and environmental compliance, including reduced solvent emissions and improved ink recovery systems. The gravure printing machinery industry chain can be broadly divided into upstream component suppliers, midstream equipment manufacturers, and downstream converters. Upstream suppliers provide precision-engineered cylinders, rollers, doctor blades, electronic and servo control systems, drying and curing units, inks, and software solutions. The manufacturing of high-quality engraved cylinders, in particular, is a high-skill and high-value segment, representing both a technical barrier and a significant portion of production costs. Midstream manufacturers integrate these components into complete presses, offering solutions tailored to web width, speed, substrate type, and production volume, with key differentiators including registration accuracy, automation, and uptime reliability. Downstream customers encompass flexible packaging converters, magazine and catalog publishers, label producers, and decorative laminate manufacturers, while distributors, technical service providers, and consumable suppliers complete the ecosystem. Demand for gravure printing machinery is primarily driven by macro trends in consumer behavior, supply chain optimization, and regulatory requirements. The growth of packaged goods, premium product branding, and e-commerce has increased the need for visually appealing, high-quality packaging. Environmental regulations are encouraging the adoption of water-based and UV-curable inks, while simultaneously pushing for more efficient solvent recovery and energy-saving technologies. Additionally, as Industry 4.0 and smart manufacturing initiatives advance, gravure presses with integrated monitoring, predictive maintenance, and automated workflow capabilities are increasingly preferred for their ability to reduce downtime and optimize productivity. From a business opportunity perspective, significant potential exists in high-speed, multi-color gravure presses for packaging, decorative laminates, and specialty labels. Emerging markets offer growth prospects as local converters replace outdated equipment with modern, energy-efficient systems. Hybrid solutions that integrate

gravure and digital technologies allow manufacturers to address both long-run and short-run demands, expanding market applicability. Service-oriented business models, including maintenance contracts, consumables supply, remote diagnostics, and software-based process optimization, provide recurring revenue streams beyond the initial equipment sale. Sustainability-driven innovation, such as presses capable of handling recyclable substrates, low-migration inks, and solvent-free systems, also presents a competitive advantage. Overall, gravure printing machinery remains a critical technology for high-quality, high-volume printing, with long-term growth prospects supported by packaging demand, technological innovation, and emerging market expansion.

This report studies the global Gravure Printing Machinery production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Gravure Printing Machinery 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 Gravure Printing Machinery that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Gravure Printing Machinery total production and demand, 2021-2032, (Units)

Global Gravure Printing Machinery total production value, 2021-2032, (USD Million)

Global Gravure Printing Machinery production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Gravure Printing Machinery consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Gravure Printing Machinery domestic production, consumption, key domestic manufacturers and share

Global Gravure Printing Machinery production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Gravure Printing Machinery production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Gravure Printing Machinery production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Gravure Printing Machinery 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 BOBST, Shaanxi Beiren Printing Machinery Co., Ltd., FUJI KIKAI KOGYO Co.,Ltd., KETE GROUP, Edale, Guangdong Shanzhang Industry Co., Ltd, Webcontrol Machinery Corp., Zhejiang Meige Machinery Co., Ltd, MK Masterwork, Drupa, 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 Gravure Printing Machinery market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (K US\$/Unit) 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 Gravure Printing Machinery Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Gravure Printing Machinery Market, Segmentation by Type:

Web-Fed

Sheet-Fed

Global Gravure Printing Machinery Market, Segmentation by Substrate:

Semi-Automatic

Fully Automatic

Global Gravure Printing Machinery Market, Segmentation by Application:

Food

Pharmaceutical

Other

Companies Profiled:

BOBST

Shaanxi Beiren Printing Machinery Co., Ltd.

FUJI KIKAI KOGYO Co.,Ltd.

KETE GROUP

Edale

Guangdong Shanzhang Industry Co., Ltd

Webcontrol Machinery Corp.

Zhejiang Meige Machinery Co., Ltd

MK Masterwork

Drupa

Key Questions Answered:

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

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