

Global Gravure Printing Machinery Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G9CBD70EFE15EN.html>

Date: March 2026

Pages: 88

Price: US\$ 3,480.00 (Single User License)

ID: G9CBD70EFE15EN

Abstracts

According to our (Global Info Research) latest study, the global Gravure Printing Machinery market size was valued at US\$ 1443 million in 2025 and is forecast to a readjusted size of US\$ 1694 million by 2032 with a CAGR of 2.3% during review period.

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 is a detailed and comprehensive analysis for global Gravure Printing Machinery market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Gravure Printing Machinery market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (K US\$/Unit), 2021-2032

Global Gravure Printing Machinery market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (K US\$/Unit), 2021-2032

Global Gravure Printing Machinery market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Units), and average selling prices (K US\$/Unit), 2021-2032

Global Gravure Printing Machinery market shares of main players, shipments in revenue (\$ Million), sales quantity (Units), and ASP (K US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Gravure Printing Machinery

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Gravure Printing Machinery market based on the following parameters - company overview, sales quantity, revenue, 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.

Market Segmentation

Gravure Printing Machinery market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Web-Fed

Sheet-Fed

Market segment by Substrate

Semi-Automatic

Fully Automatic

Market segment by Application

Food

Pharmaceutical

Other

Major players covered

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

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Gravure Printing Machinery product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Gravure Printing Machinery, with price, sales quantity, revenue, and global market share of Gravure Printing Machinery from 2021 to 2026.

Chapter 3, the Gravure Printing Machinery competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Gravure Printing Machinery breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Gravure Printing Machinery market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Gravure Printing Machinery.

Chapter 14 and 15, to describe Gravure Printing Machinery sales channel, distributors,

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