

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

<https://marketpublishers.com/r/G68D255CE715EN.html>

Date: March 2026

Pages: 117

Price: US\$ 4,480.00 (Single User License)

ID: G68D255CE715EN

Abstracts

The global Offset Printing Machinery market size is expected to reach \$ 5806 million by 2032, rising at a market growth of 2.3% CAGR during the forecast period (2026-2032).

In 2025, global Offset Printing Machinery production reached approximately 13 thousand units, with an average global market price of around US\$ 360000 per unit. Offset printing machinery refers to industrial printing equipment that transfers ink from a plate to a rubber blanket and then onto the printing substrate, typically paper, through an indirect lithographic process. This method is based on the principle that oil and water repel each other, allowing image areas and non-image areas to coexist on the same plate surface. Offset presses are widely used in commercial printing, packaging, publishing, and security printing due to their high image quality, color consistency, and cost efficiency for medium- to long-run production. The main categories include sheetfed offset presses, commonly used for brochures, books, and folding cartons, and web offset presses, which are designed for high-volume printing such as newspapers, magazines, and certain packaging formats. Despite the rise of digital printing technologies, offset printing remains a dominant technology in large-scale standardized printing because of its superior speed, stability, and low unit cost at scale. In terms of profitability, the gross margin of offset printing machinery manufacturers typically ranges between 15% and 35%, depending on product positioning, technological complexity, brand strength, and service capabilities. High-end multi-color sheetfed presses with advanced automation, quick plate change systems, and intelligent quality control functions generally command higher margins due to their technological sophistication and strong brand reputation. However, compared with digital printing equipment, offset machinery often faces relatively lower margins because of intense global competition, high manufacturing costs, and the cyclical nature of capital equipment investment. After-sales services, spare parts, upgrades, and maintenance contracts constitute important

supplementary revenue streams, helping manufacturers stabilize earnings during periods of weaker new equipment demand. The global market for offset printing machinery is mature but still significant, particularly in packaging and commercial printing segments. While traditional publishing applications such as newspapers and magazines have declined due to digital media substitution, demand for folding carton packaging, labels (in certain formats), and high-quality commercial materials remains resilient. The growth of consumer goods, pharmaceuticals, food packaging, and e-commerce has indirectly supported the demand for offset presses, especially in emerging markets across Asia-Pacific, Latin America, and parts of Africa. In developed markets, replacement demand driven by automation upgrades, energy efficiency improvements, and compliance with environmental regulations contributes to market stability. Technological innovations such as UV offset printing, LED curing systems, inline inspection, and integration with digital workflow systems have enhanced productivity and reduced waste, reinforcing the competitiveness of offset machinery. The industry chain of offset printing machinery can be divided into upstream component suppliers, midstream equipment manufacturers, and downstream printing enterprises. Upstream suppliers provide precision castings, high-grade steel components, rollers, bearings, electronic control systems, servo motors, sensors, ink systems, and software solutions. The manufacturing process requires high mechanical precision and assembly expertise, resulting in substantial capital and technical barriers. Midstream manufacturers design and assemble complete presses, integrate automation modules, and develop proprietary control software. Brand reputation, engineering reliability, and global service networks are key competitive factors. Downstream customers include commercial printing companies, packaging converters, book printers, and security printing institutions. The ecosystem also includes dealers, financing institutions, plate suppliers, ink manufacturers, and maintenance service providers. Demand for offset printing machinery is driven by several structural factors. Packaging demand continues to expand alongside population growth, urbanization, and rising consumer spending. Brand owners seek high-quality printed cartons and marketing materials to enhance shelf appeal, sustaining demand for high-resolution offset printing. In addition, regulatory requirements for product information, pharmaceutical inserts, and traceability documentation maintain steady print volumes. Although short-run jobs increasingly migrate to digital platforms, medium- and long-run standardized orders still favor offset due to cost efficiency. The transition toward sustainable production also creates opportunities, as new offset presses with reduced energy consumption, alcohol-free dampening systems, and waste minimization features replace older models. From a business opportunity perspective, growth potential lies in high-automation and intelligent offset presses that reduce labor dependency and improve setup efficiency. Emerging markets offer expansion opportunities as local printers upgrade from outdated

equipment to modern, high-speed presses. Hybrid printing solutions that combine offset and digital technologies on the same production line present another promising direction, enabling printers to balance flexibility and cost efficiency. Furthermore, value-added services such as remote diagnostics, predictive maintenance, and performance optimization software can generate recurring revenue beyond equipment sales. Overall, while the offset printing machinery industry faces structural challenges from digital transformation, it remains a critical backbone of the global printing and packaging sector, with stable long-term demand in large-volume and quality-sensitive applications.

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

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

Highlights and key features of the study

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

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

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

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

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

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

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

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

This report profiles key players in the global Offset 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 Mekes Graphic Machinery, HP, RICOH, Heidelberg, Koenig & Bauer, Kodak, Hinterkopf, Xerox, Mark Andy, SCREEN, 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 Offset 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 Offset Printing Machinery Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Offset Printing Machinery Market, Segmentation by Type:

Sheet-Fed

Web

Global Offset Printing Machinery Market, Segmentation by Printing Process:

Heatset Web Offset

Coldset Web Offset

Global Offset Printing Machinery Market, Segmentation by Application:

Commercial Printing

Packaging Printing

Other

Companies Profiled:

Mekes Graphic Machinery

HP

RICOH

Heidelberg

Koenig & Bauer

Kodak

Hinterkopf

Xerox

Mark Andy

SCREEN

Manroland

RMGT

Xeikon

Atexco

Key Questions Answered:

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

Contents

1 SUPPLY SUMMARY

- 1.1 Offset Printing Machinery Introduction
- 1.2 World Offset Printing Machinery Supply & Forecast
 - 1.2.1 World Offset Printing Machinery Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Offset Printing Machinery Production (2021-2032)
 - 1.2.3 World Offset Printing Machinery Pricing Trends (2021-2032)
- 1.3 World Offset Printing Machinery Production by Region (Based on Production Site)
 - 1.3.1 World Offset Printing Machinery Production Value by Region (2021-2032)
 - 1.3.2 World Offset Printing Machinery Production by Region (2021-2032)
 - 1.3.3 World Offset Printing Machinery Average Price by Region (2021-2032)
 - 1.3.4 North America Offset Printing Machinery Production (2021-2032)
 - 1.3.5 Europe Offset Printing Machinery Production (2021-2032)
 - 1.3.6 China Offset Printing Machinery Production (2021-2032)
 - 1.3.7 Japan Offset Printing Machinery Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Offset Printing Machinery Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Offset Printing Machinery Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Offset Printing Machinery Demand (2021-2032)
- 2.2 World Offset Printing Machinery Consumption by Region
 - 2.2.1 World Offset Printing Machinery Consumption by Region (2021-2026)
 - 2.2.2 World Offset Printing Machinery Consumption Forecast by Region (2027-2032)
- 2.3 United States Offset Printing Machinery Consumption (2021-2032)
- 2.4 China Offset Printing Machinery Consumption (2021-2032)
- 2.5 Europe Offset Printing Machinery Consumption (2021-2032)
- 2.6 Japan Offset Printing Machinery Consumption (2021-2032)
- 2.7 South Korea Offset Printing Machinery Consumption (2021-2032)
- 2.8 ASEAN Offset Printing Machinery Consumption (2021-2032)
- 2.9 India Offset Printing Machinery Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Offset Printing Machinery Production Value by Manufacturer (2021-2026)

- 3.2 World Offset Printing Machinery Production by Manufacturer (2021-2026)
- 3.3 World Offset Printing Machinery Average Price by Manufacturer (2021-2026)
- 3.4 Offset Printing Machinery Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Offset Printing Machinery Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Offset Printing Machinery in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Offset Printing Machinery in 2025
- 3.6 Offset Printing Machinery Market: Overall Company Footprint Analysis
 - 3.6.1 Offset Printing Machinery Market: Region Footprint
 - 3.6.2 Offset Printing Machinery Market: Company Product Type Footprint
 - 3.6.3 Offset Printing Machinery Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Offset Printing Machinery Production Value Comparison
 - 4.1.1 United States VS China: Offset Printing Machinery Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Offset Printing Machinery Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Offset Printing Machinery Production Comparison
 - 4.2.1 United States VS China: Offset Printing Machinery Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Offset Printing Machinery Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Offset Printing Machinery Consumption Comparison
 - 4.3.1 United States VS China: Offset Printing Machinery Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Offset Printing Machinery Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Offset Printing Machinery Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Offset Printing Machinery Manufacturers, Headquarters and Production Site (States, Country)

- 4.4.2 United States Based Manufacturers Offset Printing Machinery Production Value (2021-2026)
- 4.4.3 United States Based Manufacturers Offset Printing Machinery Production (2021-2026)
- 4.5 China Based Offset Printing Machinery Manufacturers and Market Share
 - 4.5.1 China Based Offset Printing Machinery Manufacturers, Headquarters and Production Site (Province, Country)
 - 4.5.2 China Based Manufacturers Offset Printing Machinery Production Value (2021-2026)
 - 4.5.3 China Based Manufacturers Offset Printing Machinery Production (2021-2026)
- 4.6 Rest of World Based Offset Printing Machinery Manufacturers and Market Share, 2021-2026
 - 4.6.1 Rest of World Based Offset Printing Machinery Manufacturers, Headquarters and Production Site (State, Country)
 - 4.6.2 Rest of World Based Manufacturers Offset Printing Machinery Production Value (2021-2026)
 - 4.6.3 Rest of World Based Manufacturers Offset Printing Machinery Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

- 5.1 World Offset Printing Machinery Market Size Overview by Type: 2021 VS 2025 VS 2032
- 5.2 Segment Introduction by Type
 - 5.2.1 Sheet-Fed
 - 5.2.2 Web
- 5.3 Market Segment by Type
 - 5.3.1 World Offset Printing Machinery Production by Type (2021-2032)
 - 5.3.2 World Offset Printing Machinery Production Value by Type (2021-2032)
 - 5.3.3 World Offset Printing Machinery Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY PRINTING PROCESS

- 6.1 World Offset Printing Machinery Market Size Overview by Printing Process: 2021 VS 2025 VS 2032
- 6.2 Segment Introduction by Printing Process
 - 6.2.1 Heatset Web Offset
 - 6.2.2 Coldset Web Offset
- 6.3 Market Segment by Printing Process

- 6.3.1 World Offset Printing Machinery Production by Printing Process (2021-2032)
- 6.3.2 World Offset Printing Machinery Production Value by Printing Process (2021-2032)
- 6.3.3 World Offset Printing Machinery Average Price by Printing Process (2021-2032)

7 MARKET ANALYSIS BY APPLICATION

- 7.1 World Offset Printing Machinery Market Size Overview by Application: 2021 VS 2025 VS 2032
- 7.2 Segment Introduction by Application
 - 7.2.1 Commercial Printing
 - 7.2.2 Packaging Printing
 - 7.2.3 Other
- 7.3 Market Segment by Application
 - 7.3.1 World Offset Printing Machinery Production by Application (2021-2032)
 - 7.3.2 World Offset Printing Machinery Production Value by Application (2021-2032)
 - 7.3.3 World Offset Printing Machinery Average Price by Application (2021-2032)

8 COMPANY PROFILES

- 8.1 Mekes Graphic Machinery
 - 8.1.1 Mekes Graphic Machinery Details
 - 8.1.2 Mekes Graphic Machinery Major Business
 - 8.1.3 Mekes Graphic Machinery Offset Printing Machinery Product and Services
 - 8.1.4 Mekes Graphic Machinery Offset Printing Machinery Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.1.5 Mekes Graphic Machinery Recent Developments/Updates
 - 8.1.6 Mekes Graphic Machinery Competitive Strengths & Weaknesses
- 8.2 HP
 - 8.2.1 HP Details
 - 8.2.2 HP Major Business
 - 8.2.3 HP Offset Printing Machinery Product and Services
 - 8.2.4 HP Offset Printing Machinery Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.2.5 HP Recent Developments/Updates
 - 8.2.6 HP Competitive Strengths & Weaknesses
- 8.3 RICOH
 - 8.3.1 RICOH Details
 - 8.3.2 RICOH Major Business

- 8.3.3 RICOH Offset Printing Machinery Product and Services
- 8.3.4 RICOH Offset Printing Machinery Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 8.3.5 RICOH Recent Developments/Updates
- 8.3.6 RICOH Competitive Strengths & Weaknesses
- 8.4 Heidelberg
 - 8.4.1 Heidelberg Details
 - 8.4.2 Heidelberg Major Business
 - 8.4.3 Heidelberg Offset Printing Machinery Product and Services
 - 8.4.4 Heidelberg Offset Printing Machinery Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.4.5 Heidelberg Recent Developments/Updates
 - 8.4.6 Heidelberg Competitive Strengths & Weaknesses
- 8.5 Koenig & Bauer
 - 8.5.1 Koenig & Bauer Details
 - 8.5.2 Koenig & Bauer Major Business
 - 8.5.3 Koenig & Bauer Offset Printing Machinery Product and Services
 - 8.5.4 Koenig & Bauer Offset Printing Machinery Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.5.5 Koenig & Bauer Recent Developments/Updates
 - 8.5.6 Koenig & Bauer Competitive Strengths & Weaknesses
- 8.6 Kodak
 - 8.6.1 Kodak Details
 - 8.6.2 Kodak Major Business
 - 8.6.3 Kodak Offset Printing Machinery Product and Services
 - 8.6.4 Kodak Offset Printing Machinery Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.6.5 Kodak Recent Developments/Updates
 - 8.6.6 Kodak Competitive Strengths & Weaknesses
- 8.7 Hinterkopf
 - 8.7.1 Hinterkopf Details
 - 8.7.2 Hinterkopf Major Business
 - 8.7.3 Hinterkopf Offset Printing Machinery Product and Services
 - 8.7.4 Hinterkopf Offset Printing Machinery Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.7.5 Hinterkopf Recent Developments/Updates
 - 8.7.6 Hinterkopf Competitive Strengths & Weaknesses
- 8.8 Xerox
 - 8.8.1 Xerox Details

- 8.8.2 Xerox Major Business
- 8.8.3 Xerox Offset Printing Machinery Product and Services
- 8.8.4 Xerox Offset Printing Machinery Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 8.8.5 Xerox Recent Developments/Updates
- 8.8.6 Xerox Competitive Strengths & Weaknesses
- 8.9 Mark Andy
 - 8.9.1 Mark Andy Details
 - 8.9.2 Mark Andy Major Business
 - 8.9.3 Mark Andy Offset Printing Machinery Product and Services
 - 8.9.4 Mark Andy Offset Printing Machinery Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.9.5 Mark Andy Recent Developments/Updates
 - 8.9.6 Mark Andy Competitive Strengths & Weaknesses
- 8.10 SCREEN
 - 8.10.1 SCREEN Details
 - 8.10.2 SCREEN Major Business
 - 8.10.3 SCREEN Offset Printing Machinery Product and Services
 - 8.10.4 SCREEN Offset Printing Machinery Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.10.5 SCREEN Recent Developments/Updates
 - 8.10.6 SCREEN Competitive Strengths & Weaknesses
- 8.11 Manroland
 - 8.11.1 Manroland Details
 - 8.11.2 Manroland Major Business
 - 8.11.3 Manroland Offset Printing Machinery Product and Services
 - 8.11.4 Manroland Offset Printing Machinery Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.11.5 Manroland Recent Developments/Updates
 - 8.11.6 Manroland Competitive Strengths & Weaknesses
- 8.12 RMGT
 - 8.12.1 RMGT Details
 - 8.12.2 RMGT Major Business
 - 8.12.3 RMGT Offset Printing Machinery Product and Services
 - 8.12.4 RMGT Offset Printing Machinery Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.12.5 RMGT Recent Developments/Updates
 - 8.12.6 RMGT Competitive Strengths & Weaknesses
- 8.13 Xeikon

- 8.13.1 Xeikon Details
- 8.13.2 Xeikon Major Business
- 8.13.3 Xeikon Offset Printing Machinery Product and Services
- 8.13.4 Xeikon Offset Printing Machinery Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 8.13.5 Xeikon Recent Developments/Updates
- 8.13.6 Xeikon Competitive Strengths & Weaknesses
- 8.14 Atexco
 - 8.14.1 Atexco Details
 - 8.14.2 Atexco Major Business
 - 8.14.3 Atexco Offset Printing Machinery Product and Services
 - 8.14.4 Atexco Offset Printing Machinery Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.14.5 Atexco Recent Developments/Updates
 - 8.14.6 Atexco Competitive Strengths & Weaknesses

9 INDUSTRY CHAIN ANALYSIS

- 9.1 Offset Printing Machinery Industry Chain
- 9.2 Offset Printing Machinery Upstream Analysis
 - 9.2.1 Offset Printing Machinery Core Raw Materials
 - 9.2.2 Main Manufacturers of Offset Printing Machinery Core Raw Materials
- 9.3 Midstream Analysis
- 9.4 Downstream Analysis
- 9.5 Offset Printing Machinery Production Mode
- 9.6 Offset Printing Machinery Procurement Model
- 9.7 Offset Printing Machinery Industry Sales Model and Sales Channels
 - 9.7.1 Offset Printing Machinery Sales Model
 - 9.7.2 Offset Printing Machinery Typical Distributors

10 RESEARCH FINDINGS AND CONCLUSION

11 APPENDIX

- 11.1 Methodology
- 11.2 Research Process and Data Source
- 11.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World Offset Printing Machinery Production Value by Region (2021, 2025 and 2032) & (USD Million)
- Table 2. World Offset Printing Machinery Production Value by Region (2021-2026) & (USD Million)
- Table 3. World Offset Printing Machinery Production Value by Region (2027-2032) & (USD Million)
- Table 4. World Offset Printing Machinery Production Value Market Share by Region (2021-2026)
- Table 5. World Offset Printing Machinery Production Value Market Share by Region (2027-2032)
- Table 6. World Offset Printing Machinery Production by Region (2021-2026) & (Units)
- Table 7. World Offset Printing Machinery Production by Region (2027-2032) & (Units)
- Table 8. World Offset Printing Machinery Production Market Share by Region (2021-2026)
- Table 9. World Offset Printing Machinery Production Market Share by Region (2027-2032)
- Table 10. World Offset Printing Machinery Average Price by Region (2021-2026) & (K US\$/Unit)
- Table 11. World Offset Printing Machinery Average Price by Region (2027-2032) & (K US\$/Unit)
- Table 12. Offset Printing Machinery Major Market Trends
- Table 13. World Offset Printing Machinery Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Units)
- Table 14. World Offset Printing Machinery Consumption by Region (2021-2026) & (Units)
- Table 15. World Offset Printing Machinery Consumption Forecast by Region (2027-2032) & (Units)
- Table 16. World Offset Printing Machinery Production Value by Manufacturer (2021-2026) & (USD Million)
- Table 17. Production Value Market Share of Key Offset Printing Machinery Producers in 2025
- Table 18. World Offset Printing Machinery Production by Manufacturer (2021-2026) & (Units)
- Table 19. Production Market Share of Key Offset Printing Machinery Producers in 2025
- Table 20. World Offset Printing Machinery Average Price by Manufacturer (2021-2026)

& (K US\$/Unit)

Table 21. Global Offset Printing Machinery Company Evaluation Quadrant

Table 22. World Offset Printing Machinery Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Offset Printing Machinery Production Site of Key Manufacturer

Table 24. Offset Printing Machinery Market: Company Product Type Footprint

Table 25. Offset Printing Machinery Market: Company Product Application Footprint

Table 26. Offset Printing Machinery Competitive Factors

Table 27. Offset Printing Machinery New Entrant and Capacity Expansion Plans

Table 28. Offset Printing Machinery Mergers & Acquisitions Activity

Table 29. United States VS China Offset Printing Machinery Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Offset Printing Machinery Production Comparison, (2021 & 2025 & 2032) & (Units)

Table 31. United States VS China Offset Printing Machinery Consumption Comparison, (2021 & 2025 & 2032) & (Units)

Table 32. United States Based Offset Printing Machinery Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Offset Printing Machinery Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Offset Printing Machinery Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Offset Printing Machinery Production (2021-2026) & (Units)

Table 36. United States Based Manufacturers Offset Printing Machinery Production Market Share (2021-2026)

Table 37. China Based Offset Printing Machinery Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Offset Printing Machinery Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Offset Printing Machinery Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Offset Printing Machinery Production, (2021-2026) & (Units)

Table 41. China Based Manufacturers Offset Printing Machinery Production Market Share (2021-2026)

Table 42. Rest of World Based Offset Printing Machinery Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Offset Printing Machinery Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Offset Printing Machinery Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Offset Printing Machinery Production, (2021-2026) & (Units)

Table 46. Rest of World Based Manufacturers Offset Printing Machinery Production Market Share (2021-2026)

Table 47. World Offset Printing Machinery Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Offset Printing Machinery Production by Type (2021-2026) & (Units)

Table 49. World Offset Printing Machinery Production by Type (2027-2032) & (Units)

Table 50. World Offset Printing Machinery Production Value by Type (2021-2026) & (USD Million)

Table 51. World Offset Printing Machinery Production Value by Type (2027-2032) & (USD Million)

Table 52. World Offset Printing Machinery Average Price by Type (2021-2026) & (K US\$/Unit)

Table 53. World Offset Printing Machinery Average Price by Type (2027-2032) & (K US\$/Unit)

Table 54. World Offset Printing Machinery Production Value by Printing Process, (USD Million), 2021 & 2025 & 2032

Table 55. World Offset Printing Machinery Production by Printing Process (2021-2026) & (Units)

Table 56. World Offset Printing Machinery Production by Printing Process (2027-2032) & (Units)

Table 57. World Offset Printing Machinery Production Value by Printing Process (2021-2026) & (USD Million)

Table 58. World Offset Printing Machinery Production Value by Printing Process (2027-2032) & (USD Million)

Table 59. World Offset Printing Machinery Average Price by Printing Process (2021-2026) & (K US\$/Unit)

Table 60. World Offset Printing Machinery Average Price by Printing Process (2027-2032) & (K US\$/Unit)

Table 61. World Offset Printing Machinery Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 62. World Offset Printing Machinery Production by Application (2021-2026) & (Units)

Table 63. World Offset Printing Machinery Production by Application (2027-2032) &

(Units)

Table 64. World Offset Printing Machinery Production Value by Application (2021-2026) & (USD Million)

Table 65. World Offset Printing Machinery Production Value by Application (2027-2032) & (USD Million)

Table 66. World Offset Printing Machinery Average Price by Application (2021-2026) & (K US\$/Unit)

Table 67. World Offset Printing Machinery Average Price by Application (2027-2032) & (K US\$/Unit)

Table 68. Mekes Graphic Machinery Basic Information, Manufacturing Base and Competitors

Table 69. Mekes Graphic Machinery Major Business

Table 70. Mekes Graphic Machinery Offset Printing Machinery Product and Services

Table 71. Mekes Graphic Machinery Offset Printing Machinery Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 72. Mekes Graphic Machinery Recent Developments/Updates

Table 73. Mekes Graphic Machinery Competitive Strengths & Weaknesses

Table 74. HP Basic Information, Manufacturing Base and Competitors

Table 75. HP Major Business

Table 76. HP Offset Printing Machinery Product and Services

Table 77. HP Offset Printing Machinery Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 78. HP Recent Developments/Updates

Table 79. HP Competitive Strengths & Weaknesses

Table 80. RICOH Basic Information, Manufacturing Base and Competitors

Table 81. RICOH Major Business

Table 82. RICOH Offset Printing Machinery Product and Services

Table 83. RICOH Offset Printing Machinery Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 84. RICOH Recent Developments/Updates

Table 85. RICOH Competitive Strengths & Weaknesses

Table 86. Heidelberg Basic Information, Manufacturing Base and Competitors

Table 87. Heidelberg Major Business

Table 88. Heidelberg Offset Printing Machinery Product and Services

Table 89. Heidelberg Offset Printing Machinery Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 90. Heidelberg Recent Developments/Updates

Table 91. Heidelberg Competitive Strengths & Weaknesses

Table 92. Koenig & Bauer Basic Information, Manufacturing Base and Competitors

Table 93. Koenig & Bauer Major Business

Table 94. Koenig & Bauer Offset Printing Machinery Product and Services

Table 95. Koenig & Bauer Offset Printing Machinery Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 96. Koenig & Bauer Recent Developments/Updates

Table 97. Koenig & Bauer Competitive Strengths & Weaknesses

Table 98. Kodak Basic Information, Manufacturing Base and Competitors

Table 99. Kodak Major Business

Table 100. Kodak Offset Printing Machinery Product and Services

Table 101. Kodak Offset Printing Machinery Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 102. Kodak Recent Developments/Updates

Table 103. Kodak Competitive Strengths & Weaknesses

Table 104. Hinterkopf Basic Information, Manufacturing Base and Competitors

Table 105. Hinterkopf Major Business

Table 106. Hinterkopf Offset Printing Machinery Product and Services

Table 107. Hinterkopf Offset Printing Machinery Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 108. Hinterkopf Recent Developments/Updates

Table 109. Hinterkopf Competitive Strengths & Weaknesses

Table 110. Xerox Basic Information, Manufacturing Base and Competitors

Table 111. Xerox Major Business

Table 112. Xerox Offset Printing Machinery Product and Services

Table 113. Xerox Offset Printing Machinery Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 114. Xerox Recent Developments/Updates

Table 115. Xerox Competitive Strengths & Weaknesses

Table 116. Mark Andy Basic Information, Manufacturing Base and Competitors

Table 117. Mark Andy Major Business

Table 118. Mark Andy Offset Printing Machinery Product and Services

Table 119. Mark Andy Offset Printing Machinery Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 120. Mark Andy Recent Developments/Updates

Table 121. Mark Andy Competitive Strengths & Weaknesses

Table 122. SCREEN Basic Information, Manufacturing Base and Competitors

Table 123. SCREEN Major Business

Table 124. SCREEN Offset Printing Machinery Product and Services

- Table 125. SCREEN Offset Printing Machinery Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 126. SCREEN Recent Developments/Updates
- Table 127. SCREEN Competitive Strengths & Weaknesses
- Table 128. Manroland Basic Information, Manufacturing Base and Competitors
- Table 129. Manroland Major Business
- Table 130. Manroland Offset Printing Machinery Product and Services
- Table 131. Manroland Offset Printing Machinery Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 132. Manroland Recent Developments/Updates
- Table 133. Manroland Competitive Strengths & Weaknesses
- Table 134. RMGT Basic Information, Manufacturing Base and Competitors
- Table 135. RMGT Major Business
- Table 136. RMGT Offset Printing Machinery Product and Services
- Table 137. RMGT Offset Printing Machinery Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 138. RMGT Recent Developments/Updates
- Table 139. RMGT Competitive Strengths & Weaknesses
- Table 140. Xeikon Basic Information, Manufacturing Base and Competitors
- Table 141. Xeikon Major Business
- Table 142. Xeikon Offset Printing Machinery Product and Services
- Table 143. Xeikon Offset Printing Machinery Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 144. Xeikon Recent Developments/Updates
- Table 145. Xeikon Competitive Strengths & Weaknesses
- Table 146. Atexco Basic Information, Manufacturing Base and Competitors
- Table 147. Atexco Major Business
- Table 148. Atexco Offset Printing Machinery Product and Services
- Table 149. Atexco Offset Printing Machinery Production (Units), Price (K US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 150. Atexco Recent Developments/Updates
- Table 151. Atexco Competitive Strengths & Weaknesses
- Table 152. Global Key Players of Offset Printing Machinery Upstream (Raw Materials)
- Table 153. Global Offset Printing Machinery Typical Customers
- Table 154. Offset Printing Machinery Typical Distributors

List Of Figures

LIST OF FIGURES

- Figure 1. Offset Printing Machinery Picture
- Figure 2. World Offset Printing Machinery Production Value: 2021 & 2025 & 2032, (USD Million)
- Figure 3. World Offset Printing Machinery Production Value and Forecast (2021-2032) & (USD Million)
- Figure 4. World Offset Printing Machinery Production (2021-2032) & (Units)
- Figure 5. World Offset Printing Machinery Average Price (2021-2032) & (K US\$/Unit)
- Figure 6. World Offset Printing Machinery Production Value Market Share by Region (2021-2032)
- Figure 7. World Offset Printing Machinery Production Market Share by Region (2021-2032)
- Figure 8. North America Offset Printing Machinery Production (2021-2032) & (Units)
- Figure 9. Europe Offset Printing Machinery Production (2021-2032) & (Units)
- Figure 10. China Offset Printing Machinery Production (2021-2032) & (Units)
- Figure 11. Japan Offset Printing Machinery Production (2021-2032) & (Units)
- Figure 12. Offset Printing Machinery Market Drivers
- Figure 13. Factors Affecting Demand
- Figure 14. World Offset Printing Machinery Consumption (2021-2032) & (Units)
- Figure 15. World Offset Printing Machinery Consumption Market Share by Region (2021-2032)
- Figure 16. United States Offset Printing Machinery Consumption (2021-2032) & (Units)
- Figure 17. China Offset Printing Machinery Consumption (2021-2032) & (Units)
- Figure 18. Europe Offset Printing Machinery Consumption (2021-2032) & (Units)
- Figure 19. Japan Offset Printing Machinery Consumption (2021-2032) & (Units)
- Figure 20. South Korea Offset Printing Machinery Consumption (2021-2032) & (Units)
- Figure 21. ASEAN Offset Printing Machinery Consumption (2021-2032) & (Units)
- Figure 22. India Offset Printing Machinery Consumption (2021-2032) & (Units)
- Figure 23. Producer Shipments of Offset Printing Machinery by Manufacturer Revenue (\$MM) and Market Share (%): 2025
- Figure 24. Global Four-firm Concentration Ratios (CR4) for Offset Printing Machinery Markets in 2025
- Figure 25. Global Four-firm Concentration Ratios (CR8) for Offset Printing Machinery Markets in 2025
- Figure 26. United States VS China: Offset Printing Machinery Production Value Market Share Comparison (2021 & 2025 & 2032)

- Figure 27. United States VS China: Offset Printing Machinery Production Market Share Comparison (2021 & 2025 & 2032)
- Figure 28. United States VS China: Offset Printing Machinery Consumption Market Share Comparison (2021 & 2025 & 2032)
- Figure 29. United States Based Manufacturers Offset Printing Machinery Production Market Share 2025
- Figure 30. China Based Manufacturers Offset Printing Machinery Production Market Share 2025
- Figure 31. Rest of World Based Manufacturers Offset Printing Machinery Production Market Share 2025
- Figure 32. World Offset Printing Machinery Production Value by Type, (USD Million), 2021 & 2025 & 2032
- Figure 33. World Offset Printing Machinery Production Value Market Share by Type in 2025
- Figure 34. Sheet-Fed
- Figure 35. Web
- Figure 36. World Offset Printing Machinery Production Market Share by Type (2021-2032)
- Figure 37. World Offset Printing Machinery Production Value Market Share by Type (2021-2032)
- Figure 38. World Offset Printing Machinery Average Price by Type (2021-2032) & (K US\$/Unit)
- Figure 39. World Offset Printing Machinery Production Value by Printing Process, (USD Million), 2021 & 2025 & 2032
- Figure 40. World Offset Printing Machinery Production Value Market Share by Printing Process in 2025
- Figure 41. Heatset Web Offset
- Figure 42. Coldset Web Offset
- Figure 43. World Offset Printing Machinery Production Market Share by Printing Process (2021-2032)
- Figure 44. World Offset Printing Machinery Production Value Market Share by Printing Process (2021-2032)
- Figure 45. World Offset Printing Machinery Average Price by Printing Process (2021-2032) & (K US\$/Unit)
- Figure 46. World Offset Printing Machinery Production Value by Application, (USD Million), 2021 & 2025 & 2032
- Figure 47. World Offset Printing Machinery Production Value Market Share by Application in 2025
- Figure 48. Commercial Printing

Figure 49. Packaging Printing

Figure 50. Other

Figure 51. World Offset Printing Machinery Production Market Share by Application (2021-2032)

Figure 52. World Offset Printing Machinery Production Value Market Share by Application (2021-2032)

Figure 53. World Offset Printing Machinery Average Price by Application (2021-2032) & (K US\$/Unit)

Figure 54. Offset Printing Machinery Industry Chain

Figure 55. Offset Printing Machinery Procurement Model

Figure 56. Offset Printing Machinery Sales Model

Figure 57. Offset Printing Machinery Sales Channels, Direct Sales, and Distribution

Figure 58. Methodology

Figure 59. Research Process and Data Source

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