

# Packaging Printing Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025-2034

<https://marketpublishers.com/r/P244573685FCEN.html>

Date: February 2025

Pages: 180

Price: US\$ 4,850.00 (Single User License)

ID: P244573685FCEN

## Abstracts

The Global Packaging Printing Market reached USD 388.1 billion in 2024 and is projected to expand at a CAGR of 4.6% from 2025 to 2034. This growth is primarily fueled by the booming e-commerce industry, which demands high-quality, visually appealing packaging solutions. The increasing preference for online shopping has intensified the need for advanced printing techniques that enhance packaging aesthetics while maintaining essential product information.

Companies in this sector are focusing on high-resolution, sustainable printing methods to meet evolving industry standards. With sustainability becoming a core priority, businesses are adopting eco-friendly printing inks with lower VOC emissions. Additionally, the rise of short-run and on-demand digital printing is adding value, offering flexibility and faster turnarounds. As brands invest in innovative packaging solutions, market players have significant opportunities to leverage sustainable practices, ensuring long-term growth. The demand for packaging printing spans various applications, necessitating high-performance printing techniques across multiple packaging materials.

The market is segmented based on printing ink type, including solvent-based, UV-based, aqueous, and others. Solvent-based inks dominated the industry with a market value of USD 138 billion in 2024, owing to their strong adhesion to non-porous substrates. Companies continue to develop improved solvent-based solutions to meet the growing demand for durable, high-quality printing. Printing technologies used in the industry include rotogravure/gravure, flexographic, digital printing, offset printing, and hybrid printing. The need for large-volume, short-run, and high-quality prints is driving advancements in these technologies. Flexographic printing held a revenue share of

28.3% in 2024, driven by its ability to deliver high-resolution prints across diverse packaging applications, including food and pharmaceuticals.

By application, the market includes corrugated, flexible, folding cartons, labels & tags, and others. The corrugated packaging segment is set to expand at a CAGR of 5.7% up to 2034, driven by the increasing global shift toward sustainability. Strong recycling rates are encouraging companies to adopt corrugated materials, further increasing the demand for printing solutions in this segment. The market is also categorized based on end-use industries, such as personal care & cosmetics, food & beverages, chemicals, household products, electronics, pharmaceuticals, and others. Packaging printing plays a crucial role in meeting regulatory requirements, especially in the food & beverage sector. This industry accounted for 25.7% of the market share in 2024, with brands prioritizing sustainable printing methods to comply with strict labeling regulations.

Geographically, the packaging printing market in North America is projected to reach USD 148.4 billion by 2034, driven by technological advancements and increasing demand for efficient printing solutions. The US market alone was valued at USD 73.4 billion in 2024, with digital printing technology gaining traction as companies shift toward short-run, on-demand printing solutions.

## Contents

### CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market scope and definitions
- 1.2 Research design
  - 1.2.1 Research approach
  - 1.2.2 Data collection methods
- 1.3 Base estimates and calculations
  - 1.3.1 Base year calculation
  - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
  - 1.5.1 Primary sources
  - 1.5.2 Data mining sources

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

### CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Industry impact forces
  - 3.2.1 Growth drivers
    - 3.2.1.1 Growing number of surgical procedures
    - 3.2.1.2 Growing e-commerce across the globe
    - 3.2.1.3 Increasing focus on sustainable and eco-friendly packaging printing
    - 3.2.1.4 Technological advancements in packaging printing
    - 3.2.1.5 Surge in demand for customized printing on the packaging
  - 3.2.2 Industry pitfalls and challenges
    - 3.2.2.1 High cost associated with advance printing
    - 3.2.2.2 Lack of skill in colour management, inkjet printing and variable printing
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
- 3.5 Technology landscape
- 3.6 Future market trends
- 3.7 Gap analysis
- 3.8 Porter's analysis

### 3.9 PESTEL analysis

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2024**

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive analysis of major market players
- 4.4 Competitive positioning matrix
- 4.5 Strategy dashboard

## **CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY PRINTING INK TYPE, 2021 – 2034 (\$ MN)**

- 5.1 Key trends
- 5.2 Solvent-based
- 5.3 UV-based
- 5.4 Aqueous
- 5.5 Others

## **CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY PRINTING TECHNOLOGY, 2021 – 2034 (\$ MN)**

- 6.1 Key trends
- 6.2 Flexographic
- 6.3 Rotogravure/Gravure
- 6.4 Digital printing
- 6.5 Offset printing
- 6.6 Hybrid printing

## **CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY APPLICATION, 2021 – 2034 (\$ MN)**

- 7.1 Key trends
- 7.2 Corrugated
- 7.3 Flexible
- 7.4 Folding cartons
- 7.5 Label & Tags
- 7.6 Others

## **CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY END USE INDUSTRY, 2021 – 2034 (\$ MN)**

- 8.1 Key trends
- 8.2 Food & Beverages
- 8.3 Personal care & Cosmetics
- 8.4 Chemicals
- 8.5 Electronics
- 8.6 Household products
- 8.7 Pharmaceuticals
- 8.8 Others

## **CHAPTER 9 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 – 2034 (\$ MN)**

- 9.1 Key trends
- 9.2 North America
  - 9.2.1 U.S.
  - 9.2.2 Canada
- 9.3 Europe
  - 9.3.1 Germany
  - 9.3.2 UK
  - 9.3.3 France
  - 9.3.4 Spain
  - 9.3.5 Italy
  - 9.3.6 Netherlands
- 9.4 Asia Pacific
  - 9.4.1 China
  - 9.4.2 India
  - 9.4.3 Japan
  - 9.4.4 Australia
  - 9.4.5 South Korea
- 9.5 Latin America
  - 9.5.1 Brazil
  - 9.5.2 Mexico
  - 9.5.3 Argentina
- 9.6 Middle East and Africa
  - 9.6.1 Saudi Arabia
  - 9.6.2 South Africa

### 9.6.3 UAE

## CHAPTER 10 COMPANY PROFILES

- 10.1 Amcor plc
- 10.2 Autajon CS
- 10.3 Avery Dennison Corporation
- 10.4 CCL Industries Inc.
- 10.5 Constantia Flexibles Group GmbH
- 10.6 DS Smith plc
- 10.7 Duncan Printing Group
- 10.8 Egeria
- 10.9 Huhtamaki Flexible Packaging
- 10.10 International Paper Company
- 10.11 Mayr-Melnhof Karton AG
- 10.12 Quad/Graphics
- 10.13 Quantum Print and Packaging Limited
- 10.14 Toppan Printing Company
- 10.15 Trustpack UAB
- 10.16 WestRock Company

## I would like to order

Product name: Packaging Printing Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025-2034

Product link: <https://marketpublishers.com/r/P244573685FCEN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P244573685FCEN.html>