

# Large Format Printer Market Size, Share & Trends Analysis Report By Technology, By Ink Type, By Printing Material, By Connectivity (Wired, Wireless), By Print Width, By Application, By Region, And Segment Forecasts, 2024 - 2030

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## Abstracts

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### Large Format Printer Market Growth & Trends

The global large format printer market size is anticipated to reach USD 12.70 billion by 2030, according to a new report by Grand View Research, Inc. The market is anticipated to grow at a CAGR of 5.0% from 2024 to 2030. The demand for large format printers is increasing across numerous industries, such as advertising, packaging, textiles, and decor. Companies utilize large format printers for out-of-home advertising efforts, signage, banners, and building wraps to attract target audiences and boost sales revenue. The increasing adoption of UV-curable inks has significantly impacted the market. UV-curable inks offer benefits such as quick drying, outdoor durability, and reduced operating costs. It has increased productivity and decreased ink usage, driving the market demand.

Technological advancements in printing technology, including improved ink formulations, print head designs, and color management systems, enhance the capabilities and versatility of large format printers, driving adoption across numerous industries. In addition, the increasing demand for visually compelling and dynamic advertising displays and the rise of digital marketing initiatives fuels the adoption of producing signage, banners, and posters. Moreover, the growing trend of customization and personalization in marketing strategies contributes to expanding the market.

Businesses seek versatile printing solutions for variable data printing and short print runs.

## Large Format Printer Market Report Highlights

The ink-based technology segment accounted for the highest revenue share of 61.3% in 2023 and is expected to grow at the fastest CAGR over the forecast period. This growth is attributed to advancements in ink technology and the increasing scope of application opportunities

The UV-cured ink type segment is expected to grow at the fastest CAGR over the forecast period, driven by its versatility in printing on various substrates, including unconventional materials such as glass, ceramics, and metal, broadening its application possibilities

The porous materials segment accounted for the largest revenue share in 2023 as new printing technologies such as UV-curable inkjet printing, dye-sublimation printing, and latex printing provide high-quality prints on porous materials. These technologies enable the production of high-quality prints on porous materials, offering enhanced speed and efficiency

The wired materials segment accounted for the largest revenue share in 2023 due to its versatility and cost-effectiveness. These materials cater to diverse applications such as signage, banners, and posters with superior print quality and durability

The 24" - 36" print width segment accounted for the largest revenue share in 2023 due to the expanding demand from small and medium-sized businesses seeking cost-effective and versatile printing solutions for signage, CAD drawings, and promotional materials

The CAD & technical printing application segment is anticipated to witness significant growth during the forecast period due to the increasing adoption of digitalization in the architectural, engineering, and construction industries

North America dominated the market with a revenue share of 34.4% in 2023 due to the increasing demand for personalized and customized printing solutions in sectors such as retail, events, and interior design, where large format printers offer the capability to produce high-resolution graphics and imagery on a variety

of substrates

In March 2022, MIMAKI ENGINEERING CO., LTD launched the 330 Series, a large format printer series. The series includes CJV330-160, TS330-1600, and JV330-160, along with a new range of CG-AR cutting plotters. The CG-AR Series offers cutting plotter technologies in three sizes. The launch aims to expand Mimaki's entry-level and high-end product range to support customers in increasing their printing services and product offerings.

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