

Thermal Paper Market Size, Share & Trends Analysis Report By Width (57mm, 80mm), By Application (POS, Tags & Label, Lottery & Gaming, Ticketing, Medical), By Technology (Direct Transfer, Thermal Transfer), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Thermal Paper Market Growth & Trends

The global thermal paper market size is expected to reach USD 5.22 billion by 2030, registering a CAGR of 4.2% over the forecast years, as per a new report by Grand View Research Inc. This growth is attributed to the rising usage of POS terminals for monetary transactions in applications such as warehouses, supermarkets, and retail outlets.

Thermal papers are majorly used in printing receipts at POS terminals and in the production of tags used by industries such as pharmaceuticals and food and beverages to package and label their end-use products. Thermal papers are preferred over other modes of printing due to the lower cost of production, and maintenance of the printing set-up due to the lack of use of ribbons and ink in the printing process.

The increasing use of retail outlets and supermarkets in developing economies such as China, Brazil, and India are expected to augment the growth of the market during the forecast period. The rising demand for specialty paper in packaging by e-commerce and logistics market players is also expected to help in the market growth. However, rising digitalization and increasing substitute products are expected to restrict the market growth.

Growing demand for food & beverage, FMCG, and electronics goods in the Middle East and African countries considering population growth and urbanization in major markets of Saudi Arabia, UAE, and Qatar is expected to increase the use of POS terminals, tags, and labels. In addition, favorable support for promoting investments at the domestic level is expected to have a positive impact on the market growth in the region.

The market is anticipated to witness strong competition during the forecast period on account of the growing demand for thermal paper from the end-use industries such as ATMs, e-commerce industries, retail, and others. Public and private companies operating in the market are increasingly investing in the development of new products and new manufacturing technologies to optimize the production process. They are also focusing on expanding their production facilities to maintain their supply chain for thermal paper.

Major players in the industry have established production units in different regions to cater to specific geographical locations. They also use other distribution channels in local regions such as agreements with roll-converters to ensure continuous product supply. Manufacturers also engage in direct supply to end-users such as POS and label manufacturers.

Thermal Paper Market Report Highlights

POS application segment dominated the market with a market share of 61.11% in terms of revenue in 2024 due to expansions in retail outlets in emerging economies in the Asia Pacific region.

The tags & label segment is anticipated to grow at the fastest CAGR of 5.4% during the forecast period due to the rising e-commerce sector which has led to a rise in the use of thermal papers for labels and packaging.

The Asia Pacific dominated the market with a market share of about 33.2% in terms of volume due to the increased investment in the region in manufacturing industries leading to a rise in demand for thermal paper.

Central and South America are expected to show significant growth during the forecast period due to the

rising manufacturing and industrial activities in the region leading to a rise in the use of thermal paper in labeling.

The market is expected to show slow growth due to the increase in digitalization and reduced use of printing across end-uses such as monetary transactions. The presence of internal substitutes is also expected to hamper market growth.

The market consists of limited players who control most of the global market. Strategies followed by key players include vertical integration, localized production units, and product innovation to gain a competitive edge in the market.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources
 - 1.3.4. Third-Party Perspectives
 - 1.3.5. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Competitive Insights

CHAPTER 3. THERMAL PAPER MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Parent Market Outlook
- 3.2. Thermal Paper Market - Value Chain Analysis
 - 3.2.1. Manufacturing Trends
 - 3.2.2. Sales Channel Analysis
- 3.3. Technology Overview
- 3.4. Regulatory Framework
 - 3.4.1. Analyst Perspective
- 3.5. Thermal Paper Market - Market Dynamics
 - 3.5.1. Market Driver Analysis
 - 3.5.2. Market Restraint Analysis
 - 3.5.3. Market Opportunity Analysis
 - 3.5.4. Industry Challenges
 - 3.5.5. Industry Analysis - Porter's
 - 3.5.5.1. Threat from New Entrant

- 3.5.5.2. Bargaining Power of Buyers
- 3.5.5.3. Competitive Rivalry
- 3.5.5.4. Threat of Substitutes
- 3.5.5.5. Bargaining Power of Suppliers
- 3.5.5.6. Substitute Material Analysis
- 3.5.6. PESTEL Analysis by SWOT
 - 3.5.6.1. Political Landscape
 - 3.5.6.2. Environmental Landscape
 - 3.5.6.3. Social Landscape
 - 3.5.6.4. Technology Landscape
 - 3.5.6.5. Economic Landscape
 - 3.5.6.6. Legal Landscape
- 3.5.7. Market Disruption Analysis

CHAPTER 4. THERMAL PAPER MARKET: WIDTH ESTIMATES & TREND ANALYSIS

- 4.1. Key Takeaways
- 4.2. Product Market Share Analysis, 2024 & 2030
- 4.3. 57mm
 - 4.3.1. 57mm Thermal Paper Market Estimates and Forecasts, 2018 - 2030 (Kilotons) (USD Million)
- 4.4. 80mm
 - 4.4.1. 80mm Thermal Paper Market Estimates and Forecasts, 2018 - 2030 (Kilotons) (USD Million)
- 4.5. Others
 - 4.5.1. Others Thermal Paper Market Estimates and Forecasts, 2018 - 2030 (Kilotons) (USD Million)

CHAPTER 5. THERMAL PAPER MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 5.1. Key Takeaways
- 5.2. Application Market Share Analysis, 2023 & 2030
- 5.3. Point-of-Sale (POS)
 - 5.3.1. Thermal Paper Market Estimates and Forecasts, for Point-of-Sale (POS), 2018 - 2030 (Kilotons) (USD Million)
- 5.4. Tags & Label
 - 5.4.1. Thermal Paper Market Estimates and Forecasts, for Tags & Label, 2018 - 2030

(Kilotons) (USD Million)

5.5. Lottery & Gaming

5.5.1. Thermal Paper Market Estimates and Forecasts, for Lottery & Gaming, 2018 - 2030 (Kilotons) (USD Million)

5.6. Ticketing

5.6.1. Thermal Paper Market Estimates and Forecasts, for Ticketing, 2018 - 2030 (Kilotons) (USD Million)

5.7. Medical

5.7.1. Thermal Paper Market Estimates and Forecasts, for Medical, 2018 - 2030 (Kilotons) (USD Million)

5.8. Other Applications

5.8.1. Thermal Paper Market Estimates and Forecasts, for Other Applications, 2018 - 2030 (Kilotons) (USD Million)

CHAPTER 6. THERMAL PAPER MARKET: TECHNOLOGY ESTIMATES & TREND ANALYSIS

6.1. Key Takeaways

6.2. Vehicle Type Market Share Analysis, 2023 & 2030

6.3. Direct Thermal

6.3.1. Thermal Paper Market Estimates and Forecasts, for Direct Thermal, 2018 - 2030 (Kilotons) (USD Million)

6.4. Thermal Transfer

6.4.1. Thermal Paper Market Estimates and Forecasts, for Thermal Transfer, 2018 - 2030 (Kilotons) (USD Million)

CHAPTER 7. THERMAL PAPER MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

7.1. Key Takeaways

7.2. Regional Market Share Analysis, 2023 & 2030

7.3. North America

7.3.1. Thermal Paper Market Estimates and Forecasts, 2018 - 2030 (Kilotons) (USD Million)

7.3.2. U.S.

7.3.2.1. U.S. Thermal Paper Market Estimates and Forecasts, 2018 - 2030 (Kilotons) (USD Million)

7.3.3. Canada

7.3.3.1. Canada Thermal Paper Market Estimates and Forecasts, 2018 - 2030

(Kilotons) (USD Million)

7.3.4. Mexico

7.3.4.1. Mexico Thermal Paper Market Estimates and Forecasts, 2018 - 2030

(Kilotons) (USD Million)

7.4. Europe

7.4.1. Europe Thermal Paper Market Estimates and Forecasts, 2018 - 2030 (Kilotons)
(USD Million)

7.4.2. Germany

7.4.2.1. Germany Thermal Paper Market Estimates and Forecasts, 2018 - 2030

(Kilotons) (USD Million)

7.4.3. UK

7.4.3.1. UK Thermal Paper Market Estimates and Forecasts, 2018 - 2030 (Kilotons)
(USD Million)

7.4.4. France

7.4.4.1. France Thermal Paper Market Estimates and Forecasts, 2018 - 2030
(Kilotons) (USD Million)

7.4.5. Spain

7.4.5.1. Spain Thermal Paper Market Estimates and Forecasts, 2018 - 2030
(Kilotons) (USD Million)

7.4.6. Italy

7.4.6.1. Spain Thermal Paper Market Estimates and Forecasts, 2018 - 2030
(Kilotons) (USD Million)

7.4.7. Russia

7.4.7.1. Russia Thermal Paper Market Estimates and Forecasts, 2018 - 2030
(Kilotons) (USD Million)

7.5. Asia Pacific

7.5.1. Asia Pacific Thermal Paper Market Estimates and Forecasts, 2018 - 2030
(Kilotons) (USD Million)

7.5.2. China

7.5.2.1. China Thermal Paper Market Estimates and Forecasts, 2018 - 2030
(Kilotons) (USD Million)

7.5.3. India

7.5.3.1. India Thermal Paper Market Estimates and Forecasts, 2018 - 2030 (Kilotons)
(USD Million)

7.5.4. South Korea

7.5.4.1. South Korea Thermal Paper Market Estimates and Forecasts, 2018 - 2030
(Kilotons) (USD Million)

7.5.5. Australia

7.5.5.1. Australia Thermal Paper Market Estimates and Forecasts, 2018 - 2030

(Kilotons) (USD Million)

7.5.6. New Zealand

7.5.6.1. New Zealand Thermal Paper Market Estimates and Forecasts, 2018 - 2030

(Kilotons) (USD Million)

7.5.7. Vietnam

7.5.7.1. Vietnam Thermal Paper Market Estimates and Forecasts, 2018 - 2030

(Kilotons) (USD Million)

7.6. Central & South America

7.6.1. Central & South America Thermal Paper Market Estimates and Forecasts, 2018 - 2030 (Kilotons) (USD Million)

7.6.2. Brazil

7.6.2.1. Brazil Thermal Paper Market Estimates and Forecasts, 2018 - 2030

(Kilotons) (USD Million)

7.6.3. Argentina

7.6.3.1. Argentina Thermal Paper Market Estimates and Forecasts, 2018 - 2030

(Kilotons) (USD Million)

7.7. Middle East & Africa

7.7.1. Middle East & Africa Thermal Paper Market Estimates and Forecasts, 2018 - 2030 (Kilotons) (USD Million)

7.7.2. Saudi Arabia

7.7.2.1. Saudi Arabia Thermal Paper Market Estimates and Forecasts, 2018 - 2030

(Kilotons) (USD Million)

7.7.3. South Africa

7.7.3.1. South Africa Thermal Paper Market Estimates and Forecasts, 2018 - 2030

(Kilotons) (USD Million)

7.7.4. UAE

7.7.4.1. UAE Thermal Paper Market Estimates and Forecasts, 2018 - 2030 (Kilotons) (USD Million)

7.7.5. Qatar

7.7.5.1. Qatar Thermal Paper Market Estimates and Forecasts, 2018 - 2030

(Kilotons) (USD Million)

CHAPTER 8. COMPETITIVE LANDSCAPE

8.1. Key Players, their Recent Developments, and their Impact on Industry

8.2. Key Company/Competition Categorization

8.3. Company Market Position Analysis

8.4. Company Heat Map Analysis

8.5. Company Market Share Analysis, 2023

8.6. Strategy Mapping

8.7. Company Listing

8.7.1. Oji Holdings Corporation

8.7.1.1. Company Overview

8.7.1.2. Financial Performance

8.7.1.3. Product Benchmarking

8.7.1.4. Strategic Framework

8.7.2. Appvion Inc

8.7.2.1. Company Overview

8.7.2.2. Financial Performance

8.7.2.3. Product Benchmarking

8.7.2.4. Strategic Framework

8.7.3. Koehler Group

8.7.3.1. Company Overview

8.7.3.2. Financial Performance

8.7.3.3. Product Benchmarking

8.7.3.4. Strategic Framework

8.7.4. Mitsubishi Paper Mills Limited

8.7.4.1. Company Overview

8.7.4.2. Financial Performance

8.7.4.3. Product Benchmarking

8.7.4.4. Strategic Framework

8.7.5. Hansol Paper Co. Ltd.

8.7.5.1. Company Overview

8.7.5.2. Financial Performance

8.7.5.3. Product Benchmarking

8.7.5.4. Strategic Framework

8.7.6. Gold Huasheng Paper Co. Ltd.

8.7.6.1. Company Overview

8.7.6.2. Financial Performance

8.7.6.3. Product Benchmarking

8.7.6.4. Strategic Framework

8.7.7. Henan Province JiangHe Paper Co. Ltd.

8.7.7.1. Company Overview

8.7.7.2. Financial Performance

8.7.7.3. Product Benchmarking

8.7.7.4. Strategic Framework

8.7.8. Thermal Solutions International Inc.

8.7.8.1. Company Overview

- 8.7.8.2. Financial Performance
- 8.7.8.3. Product Benchmarking
- 8.7.8.4. Strategic Framework
- 8.7.9. Iconex LLC
 - 8.7.9.1. Company Overview
 - 8.7.9.2. Financial Performance
 - 8.7.9.3. Product Benchmarking
 - 8.7.9.4. Strategic Framework
- 8.7.10. Twin Rivers Paper Company
 - 8.7.10.1. Company Overview
 - 8.7.10.2. Financial Performance
 - 8.7.10.3. Product Benchmarking
 - 8.7.10.4. Strategic Framework
- 8.7.11. Rotolificio Bergamasco Srl
 - 8.7.11.1. Company Overview
 - 8.7.11.2. Financial Performance
 - 8.7.11.3. Product Benchmarking
 - 8.7.11.4. Strategic Framework
- 8.7.12. Jujo Thermal Limited
 - 8.7.12.1. Company Overview
 - 8.7.12.2. Financial Performance
 - 8.7.12.3. Product Benchmarking
 - 8.7.12.4. Strategic Framework

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