

# **The World Market for Typesetting and Typefounding Machinery and Printing Blocks, Plates, Lithographic Stones, and Other Printing Components: A 2024 Global Trade Perspective**

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## **Abstracts**

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for typesetting and typefounding machinery and printing blocks, plates, lithographic stones, and other printing components. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for typesetting and typefounding machinery and printing blocks, plates, lithographic stones, and other printing components for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Typesetting and typefounding machinery and printing blocks, plates, lithographic stones, and other printing components' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'typesetting and typefounding machinery and printing blocks, plates, lithographic stones, and other printing components' is 7263.

## Contents

### 1 METHODOLOGY

#### 1.1 OUR APPROACH

### 2 THE WORLD MARKET

#### 2.1 EXPORTS

2.1.1 THE WORLD MARKET: TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS EXPORT SUPPLIES IN 2024

#### 2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS IN 2024

### 3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS IN 2024

#### 3.1.1 EXECUTIVE SUMMARY

#### 3.1.2 ANGOLA

#### 3.1.3 EGYPT

#### 3.1.4 ESWATINI

#### 3.1.5 KENYA

#### 3.1.6 MOROCCO

#### 3.1.7 NIGERIA

#### 3.1.8 SOUTH AFRICA

#### 3.1.9 TUNISIA

3.2 ASIA: EXPORT SUPPLIES OF TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS IN 2024

#### 3.2.1 EXECUTIVE SUMMARY

#### 3.2.2 CHINA

#### 3.2.3 HONG KONG

#### 3.2.4 INDIA

#### 3.2.5 INDONESIA

- 3.2.6 JAPAN
- 3.2.7 MALAYSIA
- 3.2.8 SINGAPORE
- 3.2.9 SOUTH KOREA
- 3.2.10 SRI LANKA
- 3.2.11 TAIWAN
- 3.2.12 THAILAND
- 3.2.13 THE PHILIPPINES
- 3.2.14 VIETNAM

### 3.3 EUROPE: EXPORT SUPPLIES OF TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS IN 2024

- 3.3.1 EXECUTIVE SUMMARY
- 3.3.2 AUSTRIA
- 3.3.3 BELARUS
- 3.3.4 BELGIUM
- 3.3.5 BOSNIA AND HERZEGOVINA
- 3.3.6 BULGARIA
- 3.3.7 CROATIA
- 3.3.8 CYPRUS
- 3.3.9 DENMARK
- 3.3.10 ESTONIA
- 3.3.11 FINLAND
- 3.3.12 FRANCE
- 3.3.13 GERMANY
- 3.3.14 GREECE
- 3.3.15 HUNGARY
- 3.3.16 IRELAND
- 3.3.17 ITALY
- 3.3.18 KAZAKHSTAN
- 3.3.19 LATVIA
- 3.3.20 LITHUANIA
- 3.3.21 LUXEMBOURG
- 3.3.22 MACEDONIA
- 3.3.23 MALTA
- 3.3.24 NORWAY
- 3.3.25 POLAND
- 3.3.26 PORTUGAL
- 3.3.27 ROMANIA

3.3.28 RUSSIA

3.3.29 SLOVAKIA

3.3.30 SLOVENIA

3.3.31 SPAIN

3.3.32 SWEDEN

3.3.33 SWITZERLAND

3.3.34 THE CZECH REPUBLIC

3.3.35 THE NETHERLANDS

3.3.36 THE UNITED KINGDOM

3.3.37 UKRAINE

### 3.4 LATIN AMERICA: EXPORT SUPPLIES OF TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS IN 2024

3.4.1 EXECUTIVE SUMMARY

3.4.2 ARGENTINA

3.4.3 BRAZIL

3.4.4 CHILE

3.4.5 COLOMBIA

3.4.6 EL SALVADOR

3.4.7 GUATEMALA

3.4.8 MEXICO

3.4.9 PANAMA

3.4.10 PERU

### 3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS IN 2024

3.5.1 EXECUTIVE SUMMARY

3.5.2 CANADA

3.5.3 THE UNITED STATES

### 3.6 OCEANIA: EXPORT SUPPLIES OF TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 NEW ZEALAND

### 3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS IN 2024

3.7.1 EXECUTIVE SUMMARY

- 3.7.2 ISRAEL
- 3.7.3 LEBANON
- 3.7.4 OMAN
- 3.7.5 SAUDI ARABIA
- 3.7.6 THE UNITED ARAB EMIRATES
- 3.7.7 TURKEY

## **4 IMPORTS**

### **4.1 AFRICA: TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS IMPORTS IN 2024**

- 4.1.1 EXECUTIVE SUMMARY
- 4.1.2 ALGERIA
- 4.1.3 BOTSWANA
- 4.1.4 CAMEROON
- 4.1.5 COTE D'IVOIRE
- 4.1.6 EGYPT
- 4.1.7 ETHIOPIA
- 4.1.8 MADAGASCAR
- 4.1.9 MALAWI
- 4.1.10 MAURITIUS
- 4.1.11 MOROCCO
- 4.1.12 MOZAMBIQUE
- 4.1.13 NAMIBIA
- 4.1.14 NIGER
- 4.1.15 NIGERIA
- 4.1.16 RWANDA
- 4.1.17 SENEGAL
- 4.1.18 SOUTH AFRICA
- 4.1.19 TANZANIA
- 4.1.20 UGANDA
- 4.1.21 ZAMBIA
- 4.1.22 ZIMBABWE

### **4.2 ASIA: TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS IMPORTS IN 2024**

- 4.2.1 EXECUTIVE SUMMARY
- 4.2.2 BRUNEI

- 4.2.3 CHINA
- 4.2.4 HONG KONG
- 4.2.5 INDIA
- 4.2.6 INDONESIA
- 4.2.7 JAPAN
- 4.2.8 MACAU
- 4.2.9 MALAYSIA
- 4.2.10 MONGOLIA
- 4.2.11 NEPAL
- 4.2.12 SINGAPORE
- 4.2.13 SOUTH KOREA
- 4.2.14 SRI LANKA
- 4.2.15 TAIWAN
- 4.2.16 THAILAND
- 4.2.17 THE MALDIVES
- 4.2.18 THE PHILIPPINES
- 4.2.19 VIETNAM

#### 4.3 EUROPE: TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS IMPORTS IN 2024

- 4.3.1 EXECUTIVE SUMMARY
- 4.3.2 ALBANIA
- 4.3.3 ANDORRA
- 4.3.4 AUSTRIA
- 4.3.5 BELARUS
- 4.3.6 BELGIUM
- 4.3.7 BOSNIA AND HERZEGOVINA
- 4.3.8 BULGARIA
- 4.3.9 CROATIA
- 4.3.10 CYPRUS
- 4.3.11 DENMARK
- 4.3.12 ESTONIA
- 4.3.13 FINLAND
- 4.3.14 FRANCE
- 4.3.15 GEORGIA
- 4.3.16 GERMANY
- 4.3.17 GREECE
- 4.3.18 HUNGARY
- 4.3.19 ICELAND

- 4.3.20 IRELAND
- 4.3.21 ITALY
- 4.3.22 KAZAKHSTAN
- 4.3.23 LATVIA
- 4.3.24 LITHUANIA
- 4.3.25 LUXEMBOURG
- 4.3.26 MACEDONIA
- 4.3.27 MALTA
- 4.3.28 MOLDOVA
- 4.3.29 NORWAY
- 4.3.30 POLAND
- 4.3.31 PORTUGAL
- 4.3.32 ROMANIA
- 4.3.33 RUSSIA
- 4.3.34 SLOVAKIA
- 4.3.35 SLOVENIA
- 4.3.36 SPAIN
- 4.3.37 SWEDEN
- 4.3.38 SWITZERLAND
- 4.3.39 THE CZECH REPUBLIC
- 4.3.40 THE NETHERLANDS
- 4.3.41 THE UNITED KINGDOM
- 4.3.42 UKRAINE

#### 4.4 LATIN AMERICA: TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS IMPORTS IN 2024

- 4.4.1 EXECUTIVE SUMMARY
- 4.4.2 ARGENTINA
- 4.4.3 BELIZE
- 4.4.4 BOLIVIA
- 4.4.5 BRAZIL
- 4.4.6 CHILE
- 4.4.7 COLOMBIA
- 4.4.8 ECUADOR
- 4.4.9 EL SALVADOR
- 4.4.10 GUATEMALA
- 4.4.11 GUYANA
- 4.4.12 HONDURAS
- 4.4.13 MEXICO

4.4.14 NICARAGUA

4.4.15 PANAMA

4.4.16 PARAGUAY

4.4.17 PERU

4.4.18 SURINAME

4.4.19 URUGUAY

#### 4.5 NORTH AMERICA & THE CARIBBEAN: TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 ANTIGUA AND BARBUDA

4.5.3 ARUBA

4.5.4 BARBADOS

4.5.5 BERMUDA

4.5.6 CANADA

4.5.7 JAMAICA

4.5.8 THE BAHAMAS

4.5.9 THE DOMINICAN REPUBLIC

4.5.10 THE UNITED STATES

#### 4.6 OCEANIA: TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FIJI

4.6.4 FRENCH POLYNESIA

4.6.5 NEW CALEDONIA

4.6.6 NEW ZEALAND

4.6.7 TONGA

#### 4.7 THE MIDDLE EAST: TYPESETTING AND TYPEFOUNDING MACHINERY AND PRINTING BLOCKS, PLATES, LITHOGRAPHIC STONES, AND OTHER PRINTING COMPONENTS IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ARMENIA

4.7.3 AZERBAIJAN

4.7.4 BAHRAIN

4.7.5 ISRAEL

4.7.6 JORDAN

4.7.7 KUWAIT



4.7.8 LEBANON

4.7.9 OMAN

4.7.10 PAKISTAN

4.7.11 QATAR

4.7.12 TURKEY

4.7.13 YEMEN

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