

Commercial Printing Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global commercial printing market size reached US\$ 758.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 807.4 Billion by 2028, exhibiting a growth rate (CAGR) of 1.1% during 2023-2028.

Commercial printing refers to the collection of services, which include bulk printing along with binding, composition, layout designing and press productions. A commercial printer is used to produce phone books, magazines, labels, catalogs, brochures, business forms, promotional materials and training manuals, among others. It consists of a paper feed, fold-out tray, ink replacer, digital or analog control panel, memory card reader and a paper output tray. It finds extensive applications across publishing and printing houses, as well as in large organizations that use the service to run their operations effectively.

The growing advertising needs of enterprises across the globe, along with extensive technological proliferation, currently represent the key factors driving the market growth. Organizations are increasingly adopting commercial printers as they are more cost-effective and efficient for bulk printing. Widespread use of high-quality printed packaging material for advertising and branding acts as another major growth-inducing factor. Furthermore, the steady demand for physical hardbound books is another factor driving the growth of the market. Although e-books and e-journals are gaining traction among consumers, paperback books and magazines are widely considered to provide high comfort and convenience as compared to their digital counterparts. Commercial printing vendors are also expanding their services toward media and document management services, which is expected to enable organizations to enhance their distribution and promotion capabilities for both print and non-print materials. Moreover, green

commercial printers that use eco-friendly paper, inks, coatings and chemicals, and facilitate reducing and reusing waste, are projected to drive the growth of the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global commercial printing market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on technology, print type and application.

Breakup by Technology:

- Lithographic Printing
- Digital Printing
- Flexographic Printing
- Screen Printing
- Gravure Printing
- Others

Breakup by Print Type:

- Image
- Painting
- Pattern
- Others

Breakup by Application:

- Packaging
- Advertising
- Publishing

Breakup by Region:

- Asia Pacific
- Europe
- North America
- Middle East and Africa
- Latin America

Competitive Landscape:

The report has also analyzed the competitive landscape of the market with some of the key players being Quad/Graphics Inc., Dai Nippon Printing Co. Limited, ACME Printing Inc, RR Donnelley & Sons Company, WestRock Company, Quebecor World Inc., Toppan Co. Limited, TC Transcontinental Inc., Cimpres plc, Taylor Communications, HH Global Ltd., and Lagardere SCA.

Key Questions Answered in This Report

1. What was the size of the global commercial printing market in 2022?
2. What is the expected growth rate of the global commercial printing market during 2023-2028?
3. What are the key factors driving the global commercial printing market?
4. What has been the impact of COVID-19 on the global commercial printing market?
5. What is the breakup of the global commercial printing market based on the technology?
6. What is the breakup of the global commercial printing market based on the print type?
7. What is the breakup of the global commercial printing market based on the application?
8. What are the key regions in the global commercial printing market?
9. Who are the key players/companies in the global commercial printing market?

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