

Commercial Printing Market Report by Technology (Lithographic Printing, Digital Printing, Flexographic Printing, Screen Printing, Gravure Printing, and Others), Print type (Image, Painting, Pattern, and Others), Application (Packaging, Advertising, Publishing), and Region 2024-2032

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Abstracts

The global commercial printing market size reached US\$ 766.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 841.9 Billion by 2032, exhibiting a growth rate (CAGR) of 1% during 2024-2032. The rising demand for commercial printing from various sectors, the escalating preference for high-quality printed packaging materials, and the introduction of vegetable inks derived from vegetable oils are some of the major factors propelling the market.

Commercial printing refers to the mass production of various printed materials for business, marketing, and promotional purposes. It encompasses the creation of a wide range of printed items, including brochures, flyers, business cards, posters, banners, catalogs, packaging, and more. The primary goal of commercial printing is to produce high-quality, professional-looking materials that effectively convey a message or promote a product or service. These printers utilize advanced printing technologies such as offset, digital, and flexographic printing to produce large quantities of printed materials efficiently and cost-effectively. They work closely with clients to ensure that the design, layout, and content meet the desired specifications, often offering customization options to tailor the materials to the client's branding and marketing strategies.

The global market is driven by the rising demand for commercial printing from various

sectors, including retail and the food and beverage industry. This can be attributed to the rising utilization of commercial printing as a strategic marketing tool to reach and engage their target consumers. Moreover, the escalating preference for high-quality printed packaging materials for advertising and brand promotion is a pivotal driver of market expansion. In addition to this, the increasing adoption of commercial printers due to their cost-effectiveness and efficiency in handling large-volume print jobs is also fueling the market. Besides this, the growing usage of vegetable inks derived from vegetable oils due to their improved performance and reduced volatile organic compounds (VOCs) is creating a positive market outlook. Furthermore, the increasing advertising requirements of businesses are further propelling market growth. Some of the other factors contributing to the market include the emerging trend of customization and personalization, rapid expansion of online retail, rising number of small businesses and local enterprises, and the growing implementation of multi-channel marketing strategies.

Commercial Printing Market Trends/Drivers:

Technological Advancements and Innovation

The printing industry has witnessed significant innovations in recent years, particularly in the areas of digital printing, automation, and the integration of smart technologies. Digital printing, in particular, has revolutionized the industry by enabling cost-effective short-run printing, personalization, and quick turnaround times. The advent of high-speed inkjet and laser printing technologies has significantly improved the quality and speed of production, reducing waste and setup costs. Additionally, the advent of automation and workflow management solutions have streamlined production processes, reduced errors and enhancing efficiency. Furthermore, the integration of augmented reality (AR) and variable data printing (VDP) technologies has enabled businesses to create highly personalized and interactive printed materials. These innovations have expanded the range of applications for commercial printing, including personalized direct mail, packaging, and point-of-purchase displays.

Sustainability and Environmental Concerns

Companies are increasingly seeking environmentally friendly printing solutions that reduce their carbon footprint and align with their corporate social responsibility initiatives. This shift in demand has prompted commercial printers to adopt eco-friendly practices and invest in sustainable materials and processes. In addition to this, commercial printers are implementing energy-efficient printing technologies and recycling and waste reduction programs to minimize their environmental impact. Various

sustainability certifications, such as the Forest Stewardship Council (FSC) and Sustainable Green Printing Partnership (SGP), have gained prominence, providing assurance to clients that their printed materials are produced with minimal environmental impact. As businesses continue to prioritize sustainability and consumers favor products and services with green credentials, the commercial printing industry is poised to witness growth in demand for eco-friendly printing solutions.

E-commerce and On-Demand Printing

The rise of e-commerce and the changing dynamics of retail have a significant impact on the commercial printing industry. E-commerce businesses require packaging, promotional materials, and marketing collateral in varying quantities, often in smaller, customized batches. This has given rise to the demand for on-demand printing services, which cater to the specific needs of online retailers and businesses with agile supply chains. Additionally, on-demand printing allows for the rapid production of materials, reducing the need for large print runs and warehousing costs. Apart from this, it also facilitates customization, enabling businesses to create unique, targeted marketing materials and packaging for different products and customer segments. This trend aligns with the paradigm shift towards just-in-time inventory management and the augmenting need for flexible, cost-effective printing solutions.

Commercial Printing Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global commercial printing market report, along with forecasts at the global and regional levels from 2024-2032. 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

Lithographic printing dominates the market

The report has provided a detailed breakup and analysis of the market based on the

technology. This includes lithographic printing, digital printing, flexographic printing, screen printing, gravure printing, and others. According to the report, lithographic printing represented the largest segment.

Lithographic printing stands as the largest technology segment in the commercial printing industry. This venerable printing method has retained its prominence for several compelling reasons. Lithography is known for its ability to produce sharp and consistent images with high detail, making it the preferred choice for various applications where image quality is paramount, such as magazines, catalogs, and packaging. Cost-effectiveness also plays a crucial role in lithographic printing's dominance. While it may not be as suitable for short print runs as digital printing, lithography shines when producing large quantities. The economies of scale in offset printing become evident with longer print runs, as the per-unit cost decreases significantly. This cost efficiency makes lithography an attractive choice for businesses looking to print marketing collateral, brochures, and catalogs in bulk. Moreover, lithographic printing has adapted to the digital age, incorporating computer-to-plate (CTP) technology to streamline pre-press processes.

Breakup by Print Type:

- Image
- Painting
- Pattern
- Others

Image dominates the market

The report has provided a detailed breakup and analysis of the market based on the print type. This includes image, painting, pattern, and others. According to the report, image represented the largest segment.

Images can be integrated into nearly every form of printed material, including brochures, posters, magazines, packaging, and promotional materials. They are essential for creating eye-catching product packaging, enticing advertisements, and informative product catalogs. The power of a well-chosen image is especially evident in industries, such as fashion, food, and travel, where aesthetics and visual appeal are paramount. Advancements in printing technology have further fueled the dominance of the image print type. High-resolution printing, color accuracy, and the ability to reproduce intricate details have elevated the quality and impact of printed images. Additionally, innovations

in variable data printing (VDP) and digital printing have enabled businesses to personalize images for individual customers or market segments, enhancing the effectiveness of marketing campaigns. Furthermore, the advent of online and social media platforms has reinforced the importance of images in print materials.

Breakup by Application:

Packaging

Advertising

Publishing

Packaging dominates the market

The report has provided a detailed breakup and analysis of the market based on the application. This includes packaging, advertising, and publishing. According to the report, the packaging represented the largest segment.

Packaging serves as the critical first point of contact between a consumer and a product. As such, it must be visually appealing, informative, and functional. It provides essential information about the product, including its contents, usage instructions, and nutritional facts. Moreover, packaging serves as a brand ambassador, conveying the brand's identity, values, and quality to potential buyers. Packaging materials range from folding cartons, corrugated boxes, and flexible packaging to labels, shrink sleeves, and blister packs. Each type of packaging demands unique printing and finishing techniques to ensure that it not only protects the product but also attracts and engages consumers on retail shelves or e-commerce platforms. In addition to its visual appeal, packaging must meet regulatory requirements, especially in industries such as food, pharmaceuticals, and cosmetics. This necessitates precise and compliant labeling and product information, making high-quality printing indispensable.

Breakup by Region:

Asia Pacific

Europe

North America

Middle East and Africa

Latin America

Asia Pacific exhibits a clear dominance, accounting for the largest commercial printing

market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which includes Asia Pacific, Europe, North America, Middle East and Africa, and Latin America. According to the report, Asia Pacific accounted for the largest market share.

Asia Pacific has become a hub for manufacturing and export-oriented industries. With many global supply chains deeply entrenched in the region, there is a continuous requirement for printed materials such as product packaging, labels, and marketing collateral. This fuels the demand for commercial printing services as businesses aim to maintain their competitiveness and brand visibility in the global market. Furthermore, the region's rapid industrialization and urbanization have contributed to the proliferation of businesses across various sectors. These businesses, whether multinational corporations or small and medium-sized enterprises, rely heavily on commercial printing to communicate with customers, enhance brand recognition, and promote their products and services. As a result, the commercial printing market in Asia Pacific has experienced sustained growth, catering to diverse industries including manufacturing, retail, technology, and more. In addition, Asia Pacific has seen a rise in e-commerce, digital marketing, and online advertising, which rely on printed materials for branding and promotion.

Competitive Landscape:

The key players in the market are investing in state-of-the-art printing equipment and software to stay competitive. This includes adopting digital printing technology, automation, computer-to-plate (CTP) systems, and software for efficient workflow management. These investments improve print quality, reduce turnaround times, and minimize waste. Several commercial printing companies are also embracing sustainable practices. They use eco-friendly inks and papers, reduce waste through improved printing processes, and obtain certifications, including FSC (Forest Stewardship Council) or SGP (Sustainable Green Printing Partnership) to demonstrate their commitment to sustainability. Sustainable practices not only appeal to environmentally conscious clients but also reduce operating costs. Additionally, the major players are tailoring their services to align with e-commerce trends. This includes providing optimized packaging solutions for online retailers, creating unique unboxing experiences, and ensuring that printed materials are integrated into the overall online shopping experience.

The report has provided a comprehensive analysis of the competitive landscape in the

market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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.
Lagardere SCA.

Recent Developments:

In August 2023, Taylor Communications Acquired Promo Products Firm DMR Creative Marketing. This acquisition is expected to strengthen Taylor Corp.'s position in the market by expanding its range of promotional products and services. DMR Creative Marketing will continue to operate as a separate division within Taylor Corp.

In November 2022, ACME Printing Inc launched advanced channel engravings technology. This is helping flexo label printers in numerous ways, including productivity, achieving higher debts, and removing challenges, including in-spiting.

In April 2021, Quad/Graphics Inc. expanded its partnership with Package InSight to help brands better understand the impact of design on consumer behavior. This partnership offers brands the opportunity to quantitatively assess how creative impacts consumer interactions and optimize their return on investment.

Key Questions Answered in This Report

1. What was the size of the global commercial printing market in 2023?
2. What is the expected growth rate of the global commercial printing market during 2024-2032?
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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