

# Digital Ink Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global digital ink market size reached US\$ 2.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 3.7 Billion by 2028, exhibiting a growth rate (CAGR) of 7.89% during 2023-2028.

Digital ink refers to a type of ink that is utilized in the digital printing process. This process allows handwriting and drawings to be added electronically to substrates or documents. Some of the widely available types of digital ink include UV curing, water-based, oil-based, solvent-based, etc. They offer numerous benefits such as lesser paper requirements, easy options for copying and pasting, unlimited use of multiple-colored inks, etc. Digital ink also provides high speed and superior print quality for images, graphics, and text. Owing to this, it has several applications in automotive and technical markings, construction, packaging, promotional materials, textiles, etc.

### Digital Ink Market Trends:

The elevating use of digital ink in the food packaging sector to describe the composition, shelf-life, nutritional value, pricing, etc., of the product is primarily driving the global digital ink market. Additionally, the growing demand for UV-curable digital inks on account of their beneficial characteristics, such as fast drying, low volatile organic compound (VOC) content, eco-friendly qualities, etc., is further augmenting the market growth. Besides this, the shifting consumer preferences from analog printing towards digital alternatives for shorter print runs and to meet the requirement for a faster turnaround in the graphic printing segment are acting as significant growth-inducing factor. Furthermore, the increasing usage of digital ink for tile printing applications in the construction sector owing to its numerous benefits, such as rational ink management, non-contact decoration, ability to print textured surfaces and produce high-quality images, etc., is stimulating the market growth. Additionally, several automobile

manufacturers are using vehicle wraps and graphic covers for marketing and promotional objectives. These covers also protect automobiles from scratches and dents during minor accidents, which, in turn, is further propelling the demand for digital inks. Numerous other factors, including the widespread availability of digital inks in varying hues, introduction of advanced technologies that eliminate waste reduction, and emerging popularity of eco-friendly ink variants, are expected to drive the global digital ink market over the forecast period.

#### Key Market Segmentation:

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

#### Breakup by Type:

- Digital Textile Ink
- Sublimation Ink
- Disperse Ink
- Textile Pigment Ink
- Reactive Ink
- Acid Ink
- UV Ink
- Rigid UV Ink
- Universal UV Ink
- Flexible UV Ink
- Solvent Ink
- Eco Solvent
- Others
- Water-Based Ink
- Dye Ink
- Pigment Ink
- Packaging Ink
- Label Ink
- Soft Packaging Ink
- Others
- Others

#### Breakup by Technology Type:

Electrography

Ink-Jet

Breakup by Formulation:

Solvent-based

Water-based

UV-cured

Others

Breakup by Substrate:

Textile

Plastics

Ceramic and Glass

Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Bordeaux Digital PrintInk Ltd., Cabot Corporation, DIC Corporation, Dover Corporation, Dupont De Nemours Inc., FUJIFILM Holdings Corporation, INX International Ink Co. (Sakata Inx Corporation), Marabu GmbH & Co. KG, Nazdar Company Inc., NUtec Digital Ink (Pty) Ltd., Toyo Ink SC Holdings Co. Ltd. and Wikoff Color Corporation.

#### Key Questions Answered in This Report

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

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