

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

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Abstracts

Market Overview:

The global digital printing packaging market size reached US\$ 21.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 32.6 Billion by 2028, exhibiting a growth rate (CAGR) of 7.4% during 2023-2028.

Digital printing packaging is a technology that primarily prints packaging materials using electronic control laser and inkjet printers. It involves transferring a digital file directly to a printer for applications on packaging materials. The digital files are further converted into the CMYK color system to communicate more accurate color output from the screen to the substrate. As compared to traditional printing, digital printing does not require the replacement of printing plates, offers enhanced printing efficiency, higher quality, and cost-effectiveness, and involves the use of various technologies. As a result, digital printing packaging finds extensive applications across the electronics, pharmaceutical, personal care, and food and beverage (F&B) industries.

Digital Printing Packaging Market Trends:

The rising demand for sustainable packaging solutions due to the increasing environmental consciousness is creating a positive outlook for the market. Digital printing packaging can produce short print runs economically, which helps reduce waste and the adverse impact on the environment. Apart from this, significant developments in inkjet and electrophotography printing technologies that help improve the efficiency of the work process and enable quicker and more innovative marketing are providing an impetus to the market growth. Moreover, the rising electrostatic printing, signifying their

ability to print images impeccably in quality with outstanding resistance to withstand various climatic conditions, is facilitating the market growth. Furthermore, the surging working population, rising disposable incomes, and hectic lifestyles have led to the rising consumption of fast food and ready-to-eat (RTE) products, which, in turn, is positively influencing the market growth. Other factors, including rising expenditure capacities of consumers, widespread adoption in the personal care and cosmetics industry, and extensive research and development (R&D) activities, are supporting the market growth.

Key Market Segmentation:

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

Breakup by Printing Inks:

Solvent-based

UV-based

Aqueous

Breakup by Packaging Type:

Corrugated Packaging

Folding Cartons

Flexible Packaging

Labels

Others

Breakup by Format:

Full Color Printing

Variable Data Printing

Large Format Printing

Others

Breakup by Printing Technology:

Inkjet Printing

Electrophotography Printing

Others

Breakup by End User:

Food and Beverages

Pharmaceuticals

Electronics

Personal Care and Cosmetics

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 DS Smith plc, Eastman Kodak Company, EC Labels Ltd., Edwards Label, Hewlett-Packard Development Company L.P., INX International Ink Co. (Sakata Inx Corporation), Mondi plc, Quad, Thimm Holding GmbH & Co. Kg, Traco Manufacturing Inc., Xeikon B.V. (Flint Group), Xerox Holdings Corporation.

Key Questions Answered in This Report:

How has the global digital printing packaging market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global digital printing packaging market?

What are the key regional markets?

What is the breakup of the market based on the printing inks?

What is the breakup of the market based on the packaging type?

What is the breakup of the market based on the format?

What is the breakup of the market based on the printing technology?

What is the breakup of the market based on the end user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global digital printing packaging market and who are the key players?

What is the degree of competition in the industry?

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