

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

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## Abstracts

The global electrophotographic printing market size reached US\$ 3.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 4.2 Billion by 2028, exhibiting a growth rate (CAGR) of 5.3% during 2023-2028.

Also known as xerography, electrophotographic printing is an imaging technique wherein a digital file is printed onto a paper via charging, exposure, developing, transfer, fusing and cleaning processes. It comprises electrical or ionized charges to collect or repel particles from areas to be printed and a photoreceptor, which is a cylinder coated with materials that become conductive when exposed to light. A toner composed of resins, pigments, waxes and additives is attracted to static charge portions and fused into the fibers of the sheet using heat and pressure to make the final print.

Electrophotographic printing is widely used in copiers, faxes, lasers, and digital and LED printers.

### Electrophotographic Printing Market Trends:

Since electrophotographic printing is cost-effective and can be utilized on a large scale, it finds extensive applications in commercial printing of catalogs, magazines, newspapers, books and advertisement inserts. It is also employed in the packaging industry to print labels on various products. Moreover, the rising demand for digital printing is promoting the usage of electrophotography printers in homes and offices. Furthermore, the improvements in toner material and fusing devices to reduce power consumption and the introduction of emission minimization and acoustic noise reduction technologies in electrophotography printers are contributing to the market growth. Apart from this, key players are focusing on utilizing electrophotography for 3D printing and reusing and recycling their materials. They are also launching advanced products to

expand their existing consumer base. For instance, Fuji Xerox, a photographic and document management company, implemented Smart WelcomEyes technology wherein pyroelectricity sensors, and human detection and face-recognition cameras are used to detect, recognize and identify users for easy authentication.

#### Key Market Segmentation:

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

#### Breakup by Type:

- Monochrome Printing
- Color Printing

#### Breakup by Application:

- Commercial Printing
- Packaging
- Advertising
- Security
- Stationery
- 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 Hp Inc., A B Graphic International Ltd., Anglia Labels, Associated Labels & Packaging, Canon Inc., Consolidated Labels, Eastman Kodak Company, EC Labels Ltd. and Flint Group.

#### Key Questions Answered in This Report:

How has the global electrophotographic printing market performed so far and how will it perform in the coming years?  
What has been the impact of COVID-19 on the global electrophotographic printing market?  
What are the key regional markets?  
What is the breakup of the market based on the type?  
What is the breakup of the market based on the application?  
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 electrophotographic printing market and who are the key players?  
What is the degree of competition in the industry?

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