

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

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## Abstracts

Global Ink Market Outlook 2023-2028:

The global ink market size reached US\$ 19.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 24.0 Billion by 2028, exhibiting a growth rate (CAGR) of 3.24% during 2023-2028.

Ink has been around for centuries and plays a vital role in most aspects of human life. It can be in the form of a liquid or a paste and is primarily produced from materials like solvents, dyes, pigments, resins, lubricants, solubilizers, fluorescents and surfactants. It can be divided into two broad classes – printing and writing inks. Over the past few years, printing ink has witnessed a higher growth in demand as it is utilized for printing books, posters magazines, newspapers, calendars, journals and photographs.

The growth in the packaging industry represents the leading growth-inducing factor for the market as ink is widely used in the packaging of various products. Since packaging plays a pivotal role in attracting consumers, product manufacturers are investing in elaborative and unique packing solutions. In addition to this, due to stringent government regulations, it has become mandatory for the manufacturers of cosmetics, personal care products, food and beverages to include details like product price, quantity, ingredients, and date of manufacturing and expiry on the packaging. Moreover, on account of inflating income levels, easy availability of products and growing internet penetration, the e-commerce industry is flourishing at a robust rate, in turn, driving the demand for printing ink. However, with the digitalization of media, there has been a shift from print advertising to electronic channels in recent years. Despite a decline in its market growth, print advertising holds a significant share in the advertising industry as a large part of the consumers still subscribe to periodicals such as journals, newspapers

and magazines.

#### Key Market Segmentation:

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

#### Breakup by Technology:

- Lithographic
- Flexographic
- Gravure
- Digital
- Letterpress
- Others

At present, lithographic ink accounts for the majority of the total market share owing to its affordability and superior quality.

#### Breakup by Ink Type:

- Oil Based
- Solvent Based
- Water Based

Based on ink type, oil-based inks currently dominate the market, holding the biggest share.

#### Breakup by Application:

- Label & Packaging
- Commercial Printing
- Publications
- Others

On the basis of application, the label & packaging segment represents the largest application area. This can be accredited to the flourishing e-commerce, and food and beverage industries, especially in developing economies.

## Regional Insights:

Asia Pacific

North America

Europe

Others

On a geographical front, Asia Pacific enjoys the leading position in the global ink market on account of the growing population and escalating disposable incomes of the consumers.

## Competitive Landscape:

The competitive landscape of the market has been analyzed along with detailed profiles of the major players operating in the ink industry.

## Key Questions Answered in This Report

1. What was the global ink market size in 2022?
2. What will be the global ink market outlook during the forecast period 2023-2028?
3. What are the global ink market drivers?
4. What is the impact of COVID-19 on the global ink market?
5. What are the major trends in the global ink market?
6. What is the global ink market breakup by technology?
7. What is the global ink market breakup by ink type?
8. What is the global ink market breakup by application?
9. What are the major regions in the global ink market?

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