

# Thermal Paper Market Report by Technology (Direct Thermal, Thermal Transfer), Application (Point of Sale (PoS), Lottery and Gaming, Tags and Labels, and Others), and Region 2024-2032

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## Abstracts

The global thermal paper market size reached US\$ 4.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 6.6 Billion by 2032, exhibiting a growth rate (CAGR) of 4.6% during 2024-2032. The market is experiencing steady growth driven by the growing need for shipping labels, packing slips, and invoices in the e-commerce sector, advancements in printing technology, and favorable government initiatives to promote the use of eco-friendly paper alternatives.

### Thermal Paper Market Analysis:

**Market Growth and Size:** The market is witnessing moderate growth, driven by the increasing focus on eco-friendly products, along with the thriving e-commerce sector.

**Technological Advancements:** Innovations in thermal printing technology benefit in enhancing the resistance of thermal paper to environmental factors and increasing its reliability.

**Industry Applications:** Thermal paper finds applications in the healthcare, transportation, food and beverage (F&B), and financial sectors, primarily for receipt and label printing.

**Geographical Trends:** Asia Pacific leads the market, driven by the growing demand for thermal paper in gaming applications. However, North America is

emerging as a fast-growing market due to the rising employment of thermal paper in the healthcare sector for printing medical records and prescriptions.

**Competitive Landscape:** Key players are continually investing in research and development (R&D) activities to improve the quality, durability, and eco-friendliness of their products.

**Challenges and Opportunities:** While the market faces challenges, such as the increasing need to reduce the carbon footprint, it also encounters opportunities in rising demand for eco-friendly thermal paper.

**Future Outlook:** The future of the thermal paper market looks promising, with advancements in thermal printing technology. Besides this, the increasing usage of thermal paper in shipping labels and invoices is expected to propel the market growth.

## Thermal Paper Market Trends:

### Thriving e-commerce sector

The rising demand for thermal paper due to the thriving e-commerce sector is propelling the growth of the market. In line with this, people are increasingly preferring online shopping on account of its enhanced convenience, doorstep delivery, and wide accessibility to a variety of products. Moreover, the growing need for shipping labels, packing slips, and invoices is offering a positive market outlook. Apart from this, thermal paper offers improved speed and efficiency in generating these essential documents. Furthermore, e-commerce companies rely on thermal printing technology to ensure accurate order fulfillment and shipping while enhancing the satisfaction of buyers. Additionally, thermal paper is resistant to smudging and fading, making it a preferred choice for printing shipping labels, which need to withstand various environmental conditions during the logistics process. As a result, thermal paper provides a vital link in the supply chain of the digital shopping era, which is strengthening the market growth.

### Favorable government initiatives

Governing agencies of various countries are encouraging the adoption of thermal paper to maintain environmental sustainability, which is propelling the growth of the market. In

In addition, traditional carbon-based paper often contains chemicals like bisphenol-A (BPA) that are harmful to the environment. Moreover, governing authorities are imposing stringent regulations and guidelines promoting the use of eco-friendly paper alternatives. They are also incentivizing the recycling of thermal paper to reduce waste and encourage responsible disposal, which is impelling the market growth. Apart from this, thermal paper is usually free from the chemicals found in traditional paper, making it an eco-friendly option. It aligns with sustainability goals by reducing the carbon footprint associated with paper production and disposal. As a result, organizations across industries are seeking thermal paper to comply with these regulations and demonstrate their commitment to eco-friendly practices. In line with this, these regulations encourage companies to maintain sustainability goals and meet legal requirements.

#### Advancements in printing technology

Advancements in printing technology assist in offering improved quality, efficiency, and versatility. These technological developments encompass various aspects of the printing process, ranging from hardware to software, resulting in several notable advancements. In addition, digital innovations allow for on-demand printing with minimal setup and cost. It enables the production of high-quality prints with precision, consistency, and customization. This technology is widely used for marketing materials, personalized documents, and short-run production. Besides this, inkjet technology offers faster printing speeds, higher resolutions, and broader color gamuts. Moreover, three-dimensional (3D) printing, also known as additive manufacturing, creates 3D objects layer by layer. It finds applications in various industries, including aerospace, healthcare, and automotive, enabling rapid prototyping and customization. Furthermore, ultraviolet (UV)-curable ink technology improves print durability and versatility. UV printers can print on a wide range of surfaces, including glass, metal, and plastics, making them valuable for signage, promotional products, and packaging. Besides this, offset printing reduces setup time and waste while maintaining high-quality output.

#### Thermal Paper Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on technology and application.

#### Breakup by Technology:

Direct Thermal

Thermal Transfer

Direct thermal accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the technology. This includes direct thermal and thermal transfer. According to the report, direct thermal represented the largest segment.

Direct thermal technology involves a simple and cost-effective process where thermal paper is coated with a heat-sensitive layer. When heat is applied through a thermal printhead, the paper changes color, creating images, text, or barcodes without the need for ribbons or ink. This technology is commonly used for applications like receipt printing, shipping labels, and point-of-sale (POS) systems due to its ease of use and cost efficiency. It is preferred for applications where short-term print durability is sufficient, as direct thermal prints may fade over time when exposed to heat, light, or friction.

Thermal transfer technology employs a thermal printhead to transfer ink from a ribbon onto the thermal paper. This process offers higher print durability and resistance to environmental factors as compared to direct thermal technology. Thermal transfer is often used for applications requiring long-lasting prints, such as product labels, barcode labels, and industrial tags. It is suitable for industries where print quality and durability are critical, such as manufacturing, healthcare, and logistics.

Breakup by Application:

Point of Sale (PoS)

Lottery and Gaming

Tags and Labels

Others

Point of sale (PoS) holds the largest share

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes point of sale (PoS), lottery and gaming, tags and labels, and others. According to the report, point of sale (PoS) accounted for the largest market share.

Point of sale (PoS) applications benefit from the speed, quality, and cost-effectiveness of thermal printing technology. Apart from this, thermal paper is widely used for printing receipts and transaction records in retail stores, restaurants, and various businesses. Moreover, the growing demand for thermal paper due to the rising need for efficient transaction processing is offering a positive market outlook.

Lottery and gaming utilize thermal paper for printing tickets, including scratch-off tickets, draw game tickets, and instant win tickets. In addition, thermal paper can provide secure and tamper-evident prints, which is essential in maintaining the integrity of lottery and gaming products. Besides this, the rising number of gaming establishments is propelling the growth of the market.

Tags and labels applications cover a broad range of industries, including manufacturing, logistics, and healthcare. Thermal paper is utilized for printing product labels, shipping labels, barcodes, and tags. The durability and resistance to environmental factors make thermal paper an ideal choice for applications requiring long-lasting labels and tags. The rising need for efficient inventory management, along with the thriving e-commerce sector, is bolstering the market growth.

#### 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

Asia Pacific leads the market, accounting for the largest thermal paper market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share due to the rising demand for thermal paper for labels and packaging purposes. In addition, the increasing focus on efficiency and cost-effectiveness is propelling the growth of the market. Besides this, the growing demand for thermal paper in gaming applications is positively influencing the market in the region.

North America stands as another key region in the market, driven by the presence of well-established retail sectors. In line with this, the rising adoption of thermal paper due to the burgeoning food service sector is propelling the growth of the market. Moreover, the increasing demand for high-quality thermal paper products that can produce sharp and durable prints is supporting the market growth in the region. Apart from this, the growing employment of thermal paper in the healthcare sector for printing medical records and prescriptions is positively influencing the market.

Europe maintains a strong presence in the market, with the rising usage of eco-friendly alternatives. Besides this, the increasing reliance on thermal paper for printing receipts, shipping labels, and product labels is contributing to the market growth in the region. Furthermore, the rising utilization of thermal paper, as it has minimal environmental impact and absence of harmful chemicals like bisphenol A (BPA) is impelling the market growth.

Latin America exhibits growing potential in the thermal paper market on account of the thriving e-commerce sector. In line with this, the increasing adoption of thermal paper technology due to rapid digitization is strengthening the growth of the market. Moreover, the rising focus on cost-effective and efficient printing solutions is bolstering the market growth in the region.

The Middle East and Africa region shows a developing market for thermal paper, primarily driven by increasing environmental concerns among the masses. Apart from this, the rising employment of thermal paper, as it is cost-effective and eco-friendly, is propelling the growth of the market in the region.

**Leading Key Players in the Thermal Paper Industry:**

Key players in the market are continually investing in research and development (R&D) activities to improve the quality, durability, and eco-friendliness of their products. They are developing thermal paper that is more resistant to environmental factors, offering various sizes and coatings, and exploring new applications beyond traditional receipt printing. Apart from this, companies are providing eco-friendly alternatives by eliminating harmful chemicals like bisphenol A (BPA) from their products. They are also working on reducing the carbon footprint associated with thermal paper production and promoting recycling. Moreover, manufacturers are engaging in partnerships to expand their presence internationally. In line with this, companies are offering customized printing solutions, branding, and packaging options to meet the specific needs of individuals.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Appvion Operations Inc

Gold Huasheng Paper Co. Ltd.

Hansol Paper Ltd.

Henan JiangHE Paper CO. LTD

Jujo Thermal Ltd. (Nippon Paper Industries Co. Ltd)

Koehler Group

Lecta Group

Mitsubishi Paper Mills Limited

Nakagawa Manufacturing Inc.

Oji Holdings Corporation

Ricoh Company Ltd.

Thermal Solutions International Inc.



(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

#### Latest News:

April 4, 2022: Koehler Group introduced a new product Blue4est® Pro of the Thermal Paper division. It is a paper-based label material that is also known as facestock. It is being used for the new generation of eco-friendly labels as it is produced without chemical developers. Moreover, it can be disposed of as wastepaper and is also approved for direct contact with food.

November 3, 2023: Appvion Operations Inc expands its Next Generation Technology product offering by launching CleanSlate™, a direct thermal film that enhances traditional direct thermal performance by providing a higher level of environmental durability. The product can be used in standard direct thermal printers for pressure-sensitive labels.

March, 2022: Oji Imaging Media Co. Ltd., 100% subsidiary of Oji Holdings Corporation, announced that it will increase the thermal paper production at KANZAN Spezialpapiere GmbH (KANZAN, Germany) which currently produces and sells thermal and inkjet papers in Europe. In addition, the Oji Group aims to further expand the functional materials business.

#### Key Questions Answered in This Report

1. What was the size of the global thermal paper market in 2023?
2. What is the expected growth rate of the global thermal paper market during 2024-2032?
3. What are the key factors driving the global thermal paper market?
4. What has been the impact of COVID-19 on the global thermal paper market?
5. What is the breakup of the global thermal paper market based on the technology?

6. What is the breakup of the global thermal paper market based on the application?
7. What are the key regions in the global thermal paper market?
8. Who are the key players/companies in the global thermal paper market?

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