

# Digital Printing Packaging Market on the basis of Technology (Inkjet Technology and Electrophotography), Package Type (Labels, Corrugated Packaging, Folding Packaging and Flexible Packaging), End-User (Food & Beverage, Electronics, Healthcare, Personal Care and Others) and Geography (North America, Europe, APAC and RoW)-Forecast up to 2028

<https://marketpublishers.com/r/DBC174CB306CEN.html>

Date: July 2023

Pages: 130

Price: US\$ 4,500.00 (Single User License)

ID: DBC174CB306CEN

## Abstracts

Digital printing packaging is a type of printing technology which basically prints packing materials with the help of inkjet printers and electronic control laser. Digital printing has an important role in packing since it minimizes the turnaround time and needs minimum press setup. It is primarily well suitable for small and medium print runs in various formats. Number of designs in different colors can be printed packages with the digital printing packaging. The key benefits of digital printing have fueled the market. Which include: Digital printing eliminated the need for traditional printing plates, resulting in faster setup times and reduced lead times. Moreover, digital printing allowed for high levels of customization and personalization in packaging, catering to the growing demand for unique and tailored packaging designs from brands and consumers. However, high expenses for large volumes and high maintenance costs are the factors to hold back the growth of the digital printing packaging market. The Digital Printing Packaging Market is predicted to grow at the rate of 8.8% CAGR by 2028.

Digital Printing Packaging Market on the basis of Technology

Inkjet Technology

Electrophotography

## Digital Printing Packaging Market on the basis of Package Type

Labels

Corrugated Packaging

Folding Packaging

Flexible Packaging

## Digital Printing Packaging Market on the basis of End-User

Food & Beverage

Electronics

Healthcare

Personal Care

Others

## Digital Printing Packaging Market on the basis of Geography

North America

Europe

Asia Pacific

Rest of the World

Inkjet technology segment is holding the substantial share in the digital printing packaging market as per technology. Since, inkjet technology is the new and emerging trend. The inkjet systems have a certain single-pass system having separate rows of various print heads for each color, therefore providing smoother and more accurate label information in the market. The emergence of the drop on demand inkjet printers will facilitate more control to the manufacturers.

The corrugated packaging segment is witnessing the highest growth in the digital printing packaging market in the market for package type. This is because corrugated boxes and cardboards are most widely used in the packing material. Increasing usage of renewable natural resource such as cellulose fibers concerning environmental factors is further boosting the growth of this segment.

As per the end users of the digital printing packaging market, the food and beverage segment is expected to have the largest share in the digital printing packaging market. This is due to the broad range of food products and less lifespan of consumer products. Moreover, the increasing prominence of product differentiation to make the products appear different in the market is also propelling the segment growth.

Asia Pacific region has occupied a significant share in the digital printing packaging market. The significant share is attributed to the region's highly availability of raw materials and low-cost packaging solutions. Along with this, the early adoption of technologies due to developed businesses.

Globally rising sustainability and environmental concerns were driving the adoption of eco-friendly packaging solutions which propelled the global market growth. Thus, the digital printing enabled the use of eco-friendly inks and reduced waste, making it an attractive option for brands seeking greener packaging alternatives. Moreover, the trend of digital printing packaging in healthcare and pharmaceutical industry is also driving the global market growth.

The digital printing packaging market report includes the key players-DuPont de Nemours, Inc., WS Packaging Group, Inc., Eastman Kodak Company., HP Development Company, L.P., Quantum Print & Packaging Ltd, Mondi Group, Quad/Graphics, Inc., Xeikon, Traco Packaging and Xerox Corporation.

Therefore, the digital printing package is very much helping the manufactures of the products in order to enhance the product appearance with the unique and attractive package. Furthermore, the digital printing is also providing the cost effective and

accurate packaging and printing for the consumer satisfaction.

This report provides a forward-looking prospective on changing factors driving or restricting market development.

This report provides past and future revenue of the market segments and sub-segments in terms of four main geographies, North America, Europe, Asia Pacific and Rest of the World.

The study depicts the country level analysis of the market as per the current market size and future prospective.

Further provides the competitive outlook of the key players of the market and their dynamic strategies to survive in the market.

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