

Variable Data Printing Market - Industry Trends, Opportunities and Forecasts to 2023

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Abstracts

The global variable data printing (VDP) market is expected to witness a CAGR of 17.62% during the forecast period to reach a market size of US\$29.255 billion by 2023, rising from US\$11.050 billion in 2017. The market will observe a high growth rate owing to its more desirable printing quality which is both time and cost efficient. Variable data printing also covers the serialized number printing with customized product details. VDP uses highly effective software which accesses data from the smart devices and other digital printing devices to produce high-quality printing as compared to the traditional offset printing. VDP possess several levels which include changing the name or salutation on different copies, versioning, which is more complex as it involves different amounts of customization, and lastly, full variable printing which can alter images and texts for each customer address. The global variable data printing market is anticipated to witness a phenomenal growth in the upcoming years owing to its high adoption rate and rise in digitalization.

On the basis of industry, variable data printing market has been segmented as healthcare, food and beverages, personal and homecare, and travel and transport/logistics among others. VDP plays a significant role in the retail sector by compiling the address information of the customers to generate targeted mailing such as a catalog with exact models. Variable data printing also plays a vital role in the healthcare industry because of the increase in demand for serialization of pharmaceutical products. Another reason for VDP preference in pharmaceuticals is the increase in the barcoding. The boost in demand for variable printing among sectors like food and beverage and consumer durables will also contribute significantly in stimulating the market growth of this printing technique.

On the basis of geography, variable data printing market is segmented as North

America, South America, Europe, Middle East and Africa, and Asia-Pacific. North America and Western Europe accounted for the largest market share in 2017 owing to the high technological advancements in the region but are expected to witness a decline in an overall growth in the coming years due to their developed economy. Asia-Pacific is expected to experience the highest growth rate during the forecast period owing to the increasing demand for lifestyle products and consumer goods among the urban population in the developing economies such as India and China. China is expected to witness high growth opportunities in variable printing as it is the leading manufacturer and supplier of printing equipment and materials across the globe.

Some of the major players of VDP market include HP Inc., 3M Company, Canon Inc., Xerox Corporation, WS Packaging Group, Inc., Mondi Plc, Quad/Graphics Inc., R.R. Donnelley & Sons Company, Cenvo, Inc., and Avery Dennison Corporation.

Segmentation

The variable data printing market is segmented as technology, label type, solution, industry, and geography.

By Technology

- Electrophotography
- Direct Thermal Printing
- Thermal Transfer Overprinting
- Inkjet

By Label type

- Release Liner label
- Linerless label

By Solution

- Hardware
- Software
- Services

By Industry

- Healthcare
- Food and Beverage
- Personal and Homecare
- Travel and transport/logistics
- Others

By Geography

- North America

South America

Europe

Middle East & Africa

Asia-Pacific

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