

Global Gravure Printing Machinery Market Growth 2026-2032

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Abstracts

The global Gravure Printing Machinery market size is predicted to grow from US\$ 1372 million in 2025 to US\$ 1624 million in 2032; it is expected to grow at a CAGR of 2.4% from 2026 to 2032.

In 2025, global Gravure Printing Machinery production reached approximately 2800 units, with an average global market price of around US\$ 500000 per unit. Gravure printing machinery refers to industrial printing equipment that utilizes an engraved cylinder to transfer ink onto a substrate through a rotary intaglio printing process. The engraved cells on the cylinder are filled with ink, and excess ink is removed by a doctor blade before the image is transferred directly to paper, film, foil, or other flexible materials. Gravure printing is renowned for its exceptional print quality, precise color consistency, and ability to produce high-resolution images at high speeds, making it particularly suitable for long-run applications such as packaging, labels, magazines, catalogues, decorative laminates, and specialty printing products. Gravure presses are available in various configurations, including narrow-web and wide-web designs, and they can accommodate water-based, solvent-based, and UV-curable inks, providing versatility across multiple substrates and regulatory compliance with environmental standards. From a profitability perspective, gravure printing machinery manufacturers typically achieve gross margins between 20% and 35%, although high-end, fully automated presses can command margins upwards of 40% due to advanced features such as multi-color printing stations, inline drying and curing systems, integrated web tension controls, and automated plate changing. These systems are capital-intensive and technologically sophisticated, which allows manufacturers to differentiate on quality, reliability, and production efficiency. Beyond initial equipment sales, recurring revenue streams from spare parts, engraved cylinders, inks, maintenance contracts, and software solutions significantly contribute to overall profitability, creating a stable long-

term business model that combines equipment sales with consumables and service support. The global market for gravure printing machinery remains substantial, driven largely by the packaging industry, particularly flexible packaging, laminates, and specialty labels, where high print quality and consistency are paramount. While digital and flexographic technologies have gained traction in short-run applications, gravure maintains a strong position in high-volume, long-run production due to its superior image fidelity and low per-unit printing cost at scale. Growth in consumer goods, food and beverage, personal care, pharmaceuticals, and e-commerce logistics continues to support demand for high-quality packaging, especially in emerging markets in Asia-Pacific, Latin America, and parts of Eastern Europe, where manufacturers are upgrading equipment to meet global standards. In mature markets such as Europe and North America, replacement demand is driven by automation upgrades, energy efficiency improvements, and environmental compliance, including reduced solvent emissions and improved ink recovery systems. The gravure printing machinery industry chain can be broadly divided into upstream component suppliers, midstream equipment manufacturers, and downstream converters. Upstream suppliers provide precision-engineered cylinders, rollers, doctor blades, electronic and servo control systems, drying and curing units, inks, and software solutions. The manufacturing of high-quality engraved cylinders, in particular, is a high-skill and high-value segment, representing both a technical barrier and a significant portion of production costs. Midstream manufacturers integrate these components into complete presses, offering solutions tailored to web width, speed, substrate type, and production volume, with key differentiators including registration accuracy, automation, and uptime reliability. Downstream customers encompass flexible packaging converters, magazine and catalog publishers, label producers, and decorative laminate manufacturers, while distributors, technical service providers, and consumable suppliers complete the ecosystem. Demand for gravure printing machinery is primarily driven by macro trends in consumer behavior, supply chain optimization, and regulatory requirements. The growth of packaged goods, premium product branding, and e-commerce has increased the need for visually appealing, high-quality packaging. Environmental regulations are encouraging the adoption of water-based and UV-curable inks, while simultaneously pushing for more efficient solvent recovery and energy-saving technologies. Additionally, as Industry 4.0 and smart manufacturing initiatives advance, gravure presses with integrated monitoring, predictive maintenance, and automated workflow capabilities are increasingly preferred for their ability to reduce downtime and optimize productivity. From a business opportunity perspective, significant potential exists in high-speed, multi-color gravure presses for packaging, decorative laminates, and specialty labels. Emerging markets offer growth prospects as local converters replace outdated equipment with modern, energy-efficient systems. Hybrid solutions that integrate

gravure and digital technologies allow manufacturers to address both long-run and short-run demands, expanding market applicability. Service-oriented business models, including maintenance contracts, consumables supply, remote diagnostics, and software-based process optimization, provide recurring revenue streams beyond the initial equipment sale. Sustainability-driven innovation, such as presses capable of handling recyclable substrates, low-migration inks, and solvent-free systems, also presents a competitive advantage. Overall, gravure printing machinery remains a critical technology for high-quality, high-volume printing, with long-term growth prospects supported by packaging demand, technological innovation, and emerging market expansion.

United States market for Gravure Printing Machinery is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Gravure Printing Machinery is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Gravure Printing Machinery is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Gravure Printing Machinery players cover BOBST, Shaanxi Beiren Printing Machinery Co., Ltd., FUJI KIKAI KOGYO Co.,Ltd., KETE GROUP, Edale, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "Gravure Printing Machinery Industry Forecast" looks at past sales and reviews total world Gravure Printing Machinery sales in 2025, providing a comprehensive analysis by region and market sector of projected Gravure Printing Machinery sales for 2026 through 2032. With Gravure Printing Machinery sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Gravure Printing Machinery industry.

This Insight Report provides a comprehensive analysis of the global Gravure Printing Machinery landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Gravure Printing Machinery portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Gravure Printing Machinery market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Gravure Printing Machinery and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Gravure Printing Machinery.

This report presents a comprehensive overview, market shares, and growth opportunities of Gravure Printing Machinery market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Web-Fed

Sheet-Fed

Segmentation by Substrate:

Semi-Automatic

Fully Automatic

Segmentation by Application:

Food

Pharmaceutical

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

BOBST

Shaanxi Beiren Printing Machinery Co., Ltd.

FUJI KIKAI KOGYO Co.,Ltd.

KETE GROUP

Edale

Guangdong Shanzhang Industry Co., Ltd

Webcontrol Machinery Corp.

Zhejiang Meige Machinery Co., Ltd

MK Masterwork

Drupa

Key Questions Addressed in this Report

What is the 10-year outlook for the global Gravure Printing Machinery market?

What factors are driving Gravure Printing Machinery market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Gravure Printing Machinery market opportunities vary by end market size?

How does Gravure Printing Machinery break out by Type, by Application?

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