

Global Printing Optical Variable Ink (OVI) Market Growth 2026-2032

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Abstracts

The global Printing Optical Variable Ink (OVI) market size is predicted to grow from US\$ 1919 million in 2025 to US\$ 2418 million in 2032; it is expected to grow at a CAGR of 3.4% from 2026 to 2032.

An ink that changes its color depending on the angle of observation and illumination. The ink contains a nontransparent scaly pigment with a layered structure that includes a reflective metallic layer, a transparent dielectric layer, and a translucent metallic layer. White light is partially reflected from the translucent metallic layer (surface layer) and partially from the reflective metallic layer (bottom layer). Interference and multiple reflections of light beams by the two reflective layers result in selective absorption of the waves that make up the white light spectrum. The reflected light waves cause the ink color we observe. The ink does not contain coloring pigments. It has metallic sheen. The ink color depends on the thickness of the dielectric layer (MgF₂), the angle of illumination and the angle of observation.

United States market for Printing Optical Variable Ink (OVI) 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 Printing Optical Variable Ink (OVI) 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 Printing Optical Variable Ink (OVI) is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Printing Optical Variable Ink (OVI) players cover SICPA, Gleitsmann

Security Inks (GSI), Sun Chemical, Printcolor AG, Microtrace Solutions, 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 "Printing Optical Variable Ink (OVI) Industry Forecast" looks at past sales and reviews total world Printing Optical Variable Ink (OVI) sales in 2025, providing a comprehensive analysis by region and market sector of projected Printing Optical Variable Ink (OVI) sales for 2026 through 2032. With Printing Optical Variable Ink (OVI) sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Printing Optical Variable Ink (OVI) industry.

This Insight Report provides a comprehensive analysis of the global Printing Optical Variable Ink (OVI) 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 Printing Optical Variable Ink (OVI) portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Printing Optical Variable Ink (OVI) market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Printing Optical Variable Ink (OVI) 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 Printing Optical Variable Ink (OVI).

This report presents a comprehensive overview, market shares, and growth opportunities of Printing Optical Variable Ink (OVI) market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Water-based Inks

Ink-based Inks

Plastic Inks

Others

Segmentation by Application:

Banknote

Official Identity Documents

Security Labels

Others

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.

SICPA

Gleitsmann Security Inks (GSI)

Sun Chemical

Printcolor AG

Microtrace Solutions

Petrel

CTI Inks

Gans Ink (Precision Ink)

Cronite

ANY

Mingbo Anti Forgery Technology

Beijing Boda Green Hi-tech

Huizhou Foryou Optical Technology

Key Questions Addressed in this Report

What is the 10-year outlook for the global Printing Optical Variable Ink (OVI) market?

What factors are driving Printing Optical Variable Ink (OVI) market growth, globally and by region?

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

How do Printing Optical Variable Ink (OVI) market opportunities vary by end market size?

How does Printing Optical Variable Ink (OVI) break out by Type, by Application?

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