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Global Variable Data Printing (VDP) Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Variable Data Printing (VDP) market size is predicted to grow from US$ 23590 million in 2025 to US$ 49540 million in 2031; it is expected to grow at a CAGR of 13.2% from 2025 to 2031.

United States market for Variable Data Printing (VDP) is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Variable Data Printing (VDP) is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Variable Data Printing (VDP) is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Variable Data Printing (VDP) players cover HP, Canon, 3M Company, Xerox Corporation, R.R. Donnelley & Sons Company, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LPI (LP Information)' newest research report, the “Variable Data Printing (VDP) Industry Forecast” looks at past sales and reviews total world Variable Data Printing (VDP) sales in 2024, providing a comprehensive analysis by region and market sector of projected Variable Data Printing (VDP) sales for 2025 through 2031. With Variable Data Printing (VDP) sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Variable Data Printing (VDP) industry.

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

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

This report presents a comprehensive overview, market shares, and growth opportunities of Variable Data Printing (VDP) market by product type, application, key players and key regions and countries.

Segmentation by Type:

Electrophotographic Printing

Ink-Jet Printing

Other

Segmentation by Application:

Consumer Goods

Food & Beverages

Advertising Printing Industry

Manufacturing Industry

Other

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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

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- 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 analyzing the company's coverage, product portfolio, its market penetration.

- HP
- Canon
- 3M Company
- Xerox Corporation
- R.R. Donnelley & Sons Company
- Mondi Plc
- Avery Dennison Corporation
- Quad/Graphics
- Cenveo
- WS Packaging Group

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