

Digital Printing Packaging Market by Printing Ink (Solvent-Based Ink, UV-Based Ink, Aqueous Ink), Printing Technology, Format(Full Color Printing, Variable Data Printing, Large Format Printing), Packaging Type, End-Use Industry - Global Forecast to 2029

<https://marketpublishers.com/r/D3E9E1C754AEN.html>

Date: April 2024

Pages: 432

Price: US\$ 4,950.00 (Single User License)

ID: D3E9E1C754AEN

Abstracts

The digital printing packaging market is projected to grow from USD 30.2 billion in 2024 to USD 46.2 billion by 2029 at a CAGR of 8.9%. In recent years, the digital printing packaging market has seen remarkable expansion, spurred by several key factors. Heightened demand for tailored and personalized packaging solutions, alongside a rising consumer inclination towards distinctive and visually striking designs, has been pivotal in driving this growth trajectory. Additionally, the trend towards smaller production batches has gained momentum, further propelling market expansion. Advancements in digital printing technologies, characterized by enhanced print quality, accelerated production speeds, and improved cost efficiency, have significantly bolstered manufacturers' capabilities to meet evolving consumer needs effectively.

“Solvent-based ink to be the largest printing ink used in the digital printing packaging market”

Solvent-based ink stands as the largest printing ink type in the digital printing packaging market, owing to its widespread adoption and established presence across various industries. Its dominance can be attributed to several factors, including its versatility, durability, and compatibility with a wide range of substrates commonly used in packaging materials. Solvent-based inks are renowned for their ability to deliver vibrant colors and sharp images, making them particularly well-suited for applications where

high print quality is paramount.

“Thermal transfer printing to be the largest printing technology in the digital printing packaging market.”

Thermal transfer printing stands out as the largest printing technology in the digital printing packaging market. This technology utilizes heat to transfer ink from a ribbon onto the substrate, enabling precise and high-quality printing on labels, tags, and flexible packaging. Its dominance can be attributed to its ability to produce durable, long-lasting prints with excellent resistance to fading, abrasion, and environmental factors.

“Variable data printing holds the largest market share in the digital printing packaging market”

One of the key drivers behind the rapid growth of Variable data printing (VDP) in the packaging industry is its ability to enable mass customization at scale. By leveraging data analytics and digital printing technology, brands can dynamically change elements of their packaging, such as product descriptions, promotional offers, or even imagery, to resonate with different demographics or geographical regions. This level of customization not only strengthens brand-consumer relationships but also increases the likelihood of conversion and repeat purchases.

“Labels packaging type holds the largest market share in the digital printing packaging market.”

One of the key drivers behind the rapid growth of labels in the digital printing packaging market is the rising demand for personalized and on-demand packaging solutions. Digital printing technology enables brands to produce labels in small quantities with variable data printing, allowing for customized designs tailored to specific products, events, or consumer preferences. This flexibility not only enhances brand authenticity but also enables brands to adapt quickly to changing market trends and consumer demands.

“Food & beverage holds the largest market share in the digital printing packaging market.”

The food and beverage industry stands as the largest end-use industry in the digital printing packaging market, owing to its substantial consumption volume, diverse product offerings, and evolving consumer preferences. With a vast array of products ranging

from packaged foods and beverages to snacks and confectionery, this industry relies heavily on packaging to attract consumers and differentiate brands on crowded store shelves. As a result, the demand for innovative and eye-catching packaging solutions has surged, driving the adoption of digital printing technology to meet the evolving needs of food and beverage manufacturers..

“Asia Pacific is the biggest market for digital printing packaging.”

One of the key drivers behind the rapid growth of digital printing packaging in Asia Pacific is the increasing adoption of advanced printing technologies by packaging manufacturers to meet the evolving needs of consumers. As brands seek to differentiate themselves in competitive markets, there is a growing demand for customized and visually appealing packaging solutions, which digital printing technology enables efficiently. Additionally, the rise of e-commerce platforms and changing retail landscapes in Asia Pacific have further accelerated the adoption of digital printing for packaging, as brands look to enhance their online presence and offer unique packaging experiences to consumers.

Extensive primary interviews were conducted to determine and verify the market size for several segments and sub-segments, and information was gathered through secondary research.

The break-up of primary interviews is given below:

By Department – Sales/Export/Marketing: 47%, Production: 30%, and R&D: 23%

By Designation – Managers: 56%, CXOs: 23%, and Executives: 21%

By Region – North America: 30%, Europe: 23%, Asia Pacific: 27%, Middle East & Africa: 15%, and South America: 5%

Companies Covered: The companies profiled in this market research report include DS Smith Plc (UK), Smurfit Kappa Group (Ireland), CCL Industries, Inc. (Canada), Quad/Graphics, Inc. (US), Printpack Inc. (US), Huhtamäki Oyj (Finland), Constantia Flexibles (Austria), THIMM Holding GmbH (Germany), Epac Holdings, LLC (US), Amcor plc (Switzerland), Sonoco Products Company (US), Berry Global Group, Inc. (US), ACME Printing (US), WestRock Company (US), Stora Enso Oyj (Finland), Elanders AB

(Sweden), and others.

Research Coverage:

The market study covers digital printing packaging across various segments. It aims to estimate the market size and the growth potential of this market across different segments based on printing ink, printing technology, format, packaging type, end-use industry, and region. The study also includes an in-depth competitive analysis of key players in the market, their company profiles, key observations related to their products and business offerings, recent developments undertaken by them, and key growth strategies adopted by them to improve their position in the digital printing packaging market.

Key Benefits of Buying the Report

The report is expected to help the market leaders/new entrants in this market share the closest approximations of the revenue numbers of the overall digital printing packaging market and its segments and sub-segments. This report is projected to help stakeholders understand the competitive landscape of the market, gain insights to improve the position of their businesses and plan suitable go-to-market strategies. The report also aims to help stakeholders understand the pulse of the market and provides them with information on the key market drivers, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Customization and personalization demand, Rapid prototyping and time-to-market advantage, Sustainability concerns), restraints (Limited application scope, Volatile raw material cost) opportunities (Growth of the e-commerce industry, Emerging economies offer significant growth opportunities, Emerging markets and niche segments), and challenges (Competition from traditional printing methods, Regulatory compliance and quality standard) influencing the growth of the digital printing packaging market

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the digital printing packaging market

Market Development: Comprehensive information about lucrative markets – the report analyses the digital printing packaging market across varied regions

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the digital printing packaging market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like as DS Smith Plc (UK), Smurfit Kappa Group (Ireland), CCL Industries, Inc. (Canada), Quad/Graphics, Inc. (US), Printpack Inc. (US), Huhtamäki Oyj (Finland), Constantia Flexibles (Austria), THIMM Holding GmbH (Germany), Epac Holdings, LLC (US), Amcor plc (Switzerland), Sonoco Products Company (US), Berry Global Group, Inc. (US), ACME Printing (US), WestRock Company (US), Stora Enso Oyj (Finland), Elanders AB (Sweden), and others in the digital printing packaging market.

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