

Flexographic Printing Market by Offering (Flexographic Printing Machine, Flexographic Printing Ink) Application (Corrugated Packaging, Flexible Packaging, Labels & Tags), Automation Type (Automatic, Semi-automatic) Region - Global Forecast to 2028

<https://marketpublishers.com/r/F2959F68B196EN.html>

Date: September 2023

Pages: 194

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

ID: F2959F68B196EN

Abstracts

The flexographic printing market is expected to be valued at USD 8.7 billion in 2023 and reach USD 10.6 billion by 2028, growing at a CAGR of 4.1% from 2023 to 2028. Flexographic printing has the ability to provide efficient and economical solutions for various printing needs. It can achieve high production speeds, making it suitable for large-volume runs. The relatively lower setup costs and speed allows for quick completion of print jobs, reducing labor and time costs per unit printed. The cost advantages of flexographic printing allow printing companies to offer competitive pricing to their clients, attracting more business and helping them maintain a strong market position.

“Market for Narrow web flexographic printing machines to witness significant growth during the forecast period.”

Narrow web flexographic printing machines are widely used for label production as they allow for high-quality, detailed printing on labels used for various sectors and industries, including food, beverages, cosmetics, pharmaceuticals, and more. This type of printing is also employed for producing flexible packaging solutions such as pouches, sachets, bags, and wraps, as it is suitable for products that don't require large packaging sizes. In small to medium print runs, narrow web printing offers a cost-effective solution for businesses that need high-quality printing without the need for mass production as the

setup times for narrow web flexographic printing are generally quicker than wider web formats. This ability is beneficial for accommodating smaller orders and quicker turnaround times.

“Market for flexible packaging application to witness the fastest growth during the forecast period.”

Flexible packaging is a type of packaging that is made from flexible materials that can be easily molded, folded, or bent. It offers various benefits in terms of convenience, preservation, and sustainability. The lightweight nature of flexible packaging materials leads to cost savings in terms of transportation, storage, and distribution. In addition to that, the production process for flexible packaging can be efficient, resulting in lower manufacturing costs. Moreover, Flexible packaging often generates less waste than traditional rigid packaging, as it uses fewer materials and takes up less landfill space, contributing to sustainability efforts.

“Germany is expected to have the largest market size in Europe during the forecast period.”

Germany is Europe’s largest food producer, and the food & beverage industry is the fourth largest industry in the country. The growing pharmaceutical and food and beverage industries are projected to drive the demand for packaging printing solutions in the coming years. In addition, the country's large consumer base, overall positive economic environment, increase in manufacturing activities, and rise in domestic and international demand are projected to drive the demand for printing and packaging solutions.

By Company Type: Tier 1 – 52%, Tier 2 – 31%, and Tier 3 – 17%

By Designation: C-level Executives – 47%, Directors –31%, and Others – 22%

By Region: North America –36%, Europe – 29%, Asia Pacific– 30%, and RoW – 5%

The report profiles key players in the flexographic printing market with their respective market ranking analysis. Prominent players profiled in this report include Bobst (Switzerland), Mark Andy Inc. (US), Amcor Plc (Australia), Windmüller & Hölcher (Germany), Heidelberger Druckmaschinen AG (Germany), MPS Systems B.V.

(Netherlands), Aim Machinetechnik Pvt. Ltd (India), Rotatek (Spain), Koenig & Bauer AG (Germany), Comexi (Spain), and Nilpeter A/S (US). Apart from these, Uteco (Italy), Codimag (France), Gaullus (Switzerland), Tresu Group (Denmark), Komori Corporation (Japan), Nuova Gidue (Italy), Omet Group (Italy), Flint Group (Luxembourg), Allstein GmbH (Germany), Soma Engineering (Czech Republic), Edale (Italy), Barry Wehmiller (US), Westrock (US), Andreson & Vreeland (US), are among a few other key companies in the flexographic printing market.

Report Coverage

The report defines, describes, and forecasts the flexographic printing market based on offering, application, and region. It provides detailed information regarding drivers, restraints, opportunities, and challenges influencing the growth of the flexographic printing market. It also analyzes competitive developments such as product launches, acquisitions, expansions, contracts, partnerships, and actions carried out by the key players to grow in the market.

Reasons to Buy This Report

The report will help the market leaders/new entrants in the market with information on the closest approximations of the revenue for the overall flexographic printing market and the subsegments. The report will help stakeholders understand the competitive landscape and gain more insight to position their business better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provide them with information on key drivers, restraints, opportunities, and challenges.

The report will provide insights into the following pointers:

Analysis of key drivers (Growth of packaging industry), restraints (Labor cost and skilled workforce), opportunities (Customization and personalization packaging), and challenges (Shift in market demand) of the flexographic printing market.

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

Market Development: Comprehensive information about lucrative markets; the

report analyses the flexographic printing market across various regions.

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

Competitive Assessment: In-depth assessment of market share, growth strategies, and services, offering of leading players like Bobst (Switzerland), Mark Andy Inc. (US), Heidelberger Druckmaschinen AG (Germany), Nilpeter A/S (US), Windmüller & Hölcher (Germany) among others in the flexographic printing market.

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*Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats) might not be captured in case of unlisted companies.

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