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Large Format Printer Market by Offering, Connectivity, Printing Material (Porous, Non-porous), Technology (Ink-based, Toner-based), Print Width, Ink Type, Application (Apparel & Textile, Signage & Advertising, Decor) and Region – Forecast to 2028

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Abstracts

The global large format printer market was valued at USD 8.1 billion in 2023 to USD 10.4 billion by 2028; it is expected to grow at a CAGR of 5.0% from 2023 to 2028. The growing prevalence of marketing and advertising has increased demand for printing indoor and outdoor signage boards, encompassing advertisements, highway warning signs, and various other forms of signage.

Key players operating in the Large Format Printer Market are HP Development Company, L.P. (US), Canon Inc. (Japan), Seiko Epson Corporation (Japan), Brother Industries, Ltd. (Japan), MIMAKI ENGINEERING CO., LTD. (Japan). The printing sector has witnessed an upsurge in requests for large-format printing, primarily because it can swiftly generate top-notch images. A category of large format printing, grand format printing, is used to create oversized prints like billboards and building wraps.

The RIP software offering is projected to grow at the highest CAGR during the forecast period.

RIP software is expected to experience the highest CAGR during the forecast period. This is primarily due to the rising demand for printer management software, which offers extensive functionalities and streamlines printer administration. RIP software enables users to multitask; printing a job, processing another job, and preparing upcoming jobs in a pool to be processed can be handled efficiently at the same time using this software. RIP controls handling files, including scaling, rotating, color correction, color

profiling to various media types, multiple copies, and nesting.

The ink-based technology is projected to grow at the highest CAGR during the forecast period.

The ink-based technology will likely grow at the highest CAGR during the forecast period. The printing ink market is experiencing a significant boost, driven by ongoing innovations in printing technology. These advancements not only enhance the efficiency and versatility of the printing process but also effectively address environmental concerns, all while creating new paths for diverse industries. The printing ink market is poised for sustained growth and diversification as technology progresses, promising exciting opportunities for businesses and consumers.

Asia Pacific region is likely to grow at the highest CAGR.

Asia Pacific's prominent position in the market can be attributed to the substantial presence of laser printer manufacturers. This robust market competition has reduced the average selling price of laser printers in the region, facilitating market growth. Furthermore, the textile industry's growth prospects and the rising adoption of direct-to-fabric printers are anticipated to be key drivers of market expansion.

Breakdown of primaries

The study contains insights from various industry experts, ranging from component suppliers to Tier 1 companies and OEMs. The break-up of the primaries is as follows:

By Company Type - Tier 1 – 30%, Tier 2 – 50%, Tier 3 – 20%

By Designation— C-level Executives - 25%, Manager - 35%, Others – 40%

By Region—North America - 35%, Europe - 30%, Asia Pacific - 25%, RoW - 10%

The large format printer market is dominated by a few globally established players such as HP Development Company, L.P. (US), Canon Inc. (Japan), Seiko Epson Corporation (Japan), Brother Industries, Ltd. (Japan), MIMAKI ENGINEERING CO., LTD. (Japan), Roland DGA Corporation (Japan), Ricoh (Japan), DURST GROUP AG (Italy), Xerox Corporation (US), Konica Minolta, Inc. (Japan), Agfa-Gevaert Group (Belgium). The study includes an in-depth competitive analysis of these key players in the large format

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printer market, with their company profiles, recent developments, and key market strategies.

Research Coverage:

The report segments the large format printer market and forecasts its size by offering, technology, ink type, printing material, print width, connectivity, application, and region. The report also discusses the drivers, restraints, opportunities, and challenges pertaining to the market. It gives a detailed view of the market across four main regions—North America, Europe, Asia Pacific, and RoW. Supply chain analysis has been included in the report, along with the key players and their competitive analysis in the large format printer ecosystem.

Key Benefits to Buy the Report:

Analysis of Key Drivers (Increasing demand for large format printers in Textiles, E-commerce, and Retail, Surge in outdoor advertising boosting the large format printer market, Growing adoption of UV curable inks in outdoor advertising, computer-aided design (CAD), and technical printing applications). Restraints (High costs associated with initial investments and operations). Opportunities (Growing adoption of large format printers in home furnishing, decor, and vehicle wrap applications, Increasing demand for large format printers in the in-plant market, Increasing varieties of printers manufacturing at different price levels) and Challenges (Growing popularity of digital advertising media).

Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the large format printer market.

Market Development: Comprehensive information about lucrative markets – the report analyses the large format printer market across varied regions

Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the large format printer market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and product offerings of leading players like HP Development Company, L.P. (US), Canon Inc. (Japan), Seiko Epson Corporation (Japan),

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Brother Industries, Ltd. (Japan), MIMAKI ENGINEERING CO., LTD. (Japan) among others in the large format printer market.

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