

Hybrid Printing Market by Technology (UV Inkjet Printing, Water Based Printing, Solvent Printing, LED Curable, Dye Sublimation), Substrate (Textile & Fabric, Paper, Glass, Plastic, Metal), Application, End-use Industry and Region – Global Forecast to 2028

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Abstracts

The Hybrid Printing market is projected to grow from USD 5.5 billion in 2023 and is projected to reach USD 10.2 billion by 2028; it is expected to grow at a CAGR of 13.2% from 2023 to 2028.

The effectiveness and environmental benefits as compared to other printing methods and surging demand for high-quality printing in packaging and labelling application are the factors expected to fuel the growth of the hybrid printing market.

"Solvent printing segment of the hybrid printing market to witness second largest market share during the forecast period."

Solvent-based printing contains organic solvents as the primary carrier for pigment or dye. Solvent-based inks use volatile organic compounds (VOCs) to dry. This makes them a versatile printing process that can be used on various substrates, including paper, plastic, metal, and glass. Solvent-based hybrid printing is widely used for printing outdoor signage, billboards, banners, and other large-format displays. Their durability, weather resistance, and vibrant colors suit them for long-term outdoor exposure.

"Label printing application segment to witness significant growth for hybrid printing market during the forecast period."

Label printing plays a vital role in the food and beverage industry, providing high-quality



labels with essential product information, complying with regulations, and enhancing branding and marketing efforts. With visually appealing graphics and quick production, hybrid printing allows customization for various products and facilitates seasonal and promotional label creation. Moreover, it aids in efficient product identification and tracking throughout the supply chain. The versatility, cost-effectiveness, and swift production make hybrid label printing an invaluable asset for businesses seeking effective branding, customer engagement, and compliance in the competitive food and beverage market.

"Asia Pacific to hold a major market share of the hybrid printing market during the forecast period." In Asia Pacific, the market is currently driven by the growing demand for innovative and visually appealing packaging solutions and the Growing adoption of digital printing technologies. Cloud-based printing solutions are gaining traction in Asia Pacific as businesses seek to improve security and collaboration. Technological advancements in ink formulations and print head technology have improved the performance, color gamut, and print speed of hybrid printers, which has made them more competitive and efficient. In February 2022, Ricoh Asia Pacific Pte Ltd. (Japan) announced the launch of its new Pro VC7000 hybrid printer, which features a printhead that can switch between inkjet and toner printing. This allows the printer to produce high-quality prints on a variety of media, including paper, plastics, and textiles.

Extensive primary interviews were conducted with key industry experts in the hybrid printing market space to determine and verify the market size for various segments and subsegments gathered through secondary research. The break-up of primary participants for the report has been shown below:

The break-up of the profile of primary participants in the hybrid printing market:

By Company Type: Tier 1 – 20%, Tier 2 – 45%, and Tier 3 – 35%

By Designation: C Level – 35%, Director Level – 40%, Others-25%

By Region: North America – 25%, Asia Pacific – 45%, Europe – 20%, ROW-10%

The report profiles key players in the hybrid printing market with their respective market ranking analysis. Prominent players profiled in this report are FUJIFILM Holdings Corporation (Japan), HP Development Company, L.P (US), Ricoh (Japan), Konica



Minolta (Japan), Bobst (Switzerland), Electronics For Imaging, Inc. (US), Seiko Epson (Japan), Koenig & Bauer AG (Germany), Heidelberger Druckmaschinen AG (Germany), among others.

Apart from this, Kento Digital Printing (Spain), KTK (Spain), The M&R Companies (US), Floraprinter (China), JETSCI (India), and Xeikon (Netherlands), are among a few emerging companies in the hybrid printing market.

Research Coverage: This research report categorizes the hybrid printing market on the basis of technology, substrate, application, end-use industry, and region. The report describes the major drivers, restraints, challenges, and opportunities pertaining to the hybrid printing market and forecasts the same till 2028. Apart from these, the report also consists of leadership mapping and analysis of all the companies included in the hybrid printing market ecosystem.

Key Benefits of Buying the Report The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall hybrid printing market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Increased demand for high-quality printing in packaging and labelling applications; Rising demand for personalized printing materials; Increased demand for short-run printing; Cost effective and environmentally friendly than other printing methods), restraints (Operational complexities and need for skilled operators), opportunities (Expanding e-commerce market, development of new technologies related to hybrid printing) and challenges (Need for specialized training and expertise; High initial investment and maintenance cost) influencing the growth of the hybrid printing market.

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

Market Development: Comprehensive information about lucrative markets – the



report analysis the hybrid printing market across varied regions

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

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like FUJIFILM Holdings Corporation (Japan), HP Development Company, L.P (US), Ricoh (Japan), Konica Minolta (Japan), Bobst (Switzerland), among others in the hybrid printing market.



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*Details on Business Overview, Products 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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