

# **Microprinting Market by Substrate Type (Plastic, Paper, Metal), Print Type (Single-Sided, Double-Sided), Type (Monochrome, Color), Application (Banking & Finance, Government, Packaging, Healthcare, Education, Corporate), Geography - Global Forecast to 2024**

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## **Abstracts**

“Rising need for anti-counterfeit measure in banking & finance application to drive overall growth of microprinting market”

The microprinting market is expected to grow from USD 525 million in 2019 to USD 670 million by 2024, at a compound annual growth rate (CAGR) of 5.0%. The microprinting market is driven by various factors, such as standards and regulations in the banking sector, and technological advancement in microprinting technology. However, growing digitization is limiting the growth of the microprinting market.

“Based on type, color-based microprinting to witness higher CAGR during forecast period”

The growth of the market is mainly attributed to the wide acceptance of color-based microprinting in government and banking & finance applications. Almost all banknotes, check slips, and postage stamps use color microprinting. Moreover, rising demand for anti-counterfeit measures for currency and check slips is expected to spur market growth.

“Packaging application to hold largest size of microprinting market during forecast period”

Nowadays, microprinting is implemented on packages, boxes, tags, and labels that are used in packaging applications. Packaging applications require high-quality print, safety, and quick identification of products, along with fast turnaround time for printing. All industries require brand protection and product safety as counterfeiting may affect the annual revenue. Therefore, industry players currently focus on implementing microprinting in packaging applications as it enables product safety and avoids product duplicity. Owing to this, the microprinting market for packaging applications is expected to grow at the highest CAGR during the forecast period.

“APAC to record highest growth rate during forecast period”

APAC is witnessing increasing use of microprinting technology-based printers owing to the presence of a large number of bank and finance organizations, government agencies, and corporate companies. Government organizations based in China, Japan, and India are taking initiatives to implement microprinting technology while designing banknotes and check slips. With China and India being among the most populated countries, there is an increased need for official and government documents such as ID cards, driving licenses, national ID cards, and passports, thereby creating ample opportunities for the microprinting market in APAC.

In-depth interviews have been conducted with C-level executives, managers, and other executives from various key organizations operating in the microprinting marketplace.

By Company Type: Tier 1 = 45%, Tier 2 = 30%, and Tier 3 = 25%

By Designation: C-Level Executives = 40%, Managers = 35%, and Others = 25%

By Region: APAC = 40%, North America = 33%, Europe = 20%, and RoW = 7%

The microprinting market comprises major players, namely, Xerox Corporation (US), Videojet Technologies, Inc. (US), Matica Technologies AG (Germany), Brady Corporation (US), Zebra Technologies Corporation (US), HP Inc. (US), Ricoh Company Ltd. (Japan), Canon Finetech Nisca Inc. (Japan), Source Technologies (US), SAFEChecks (US), Xeikon (Netherlands), Domino Printing Sciences PLC (UK), Control Print Ltd. (India), Data Carte Concepts (Canada), Evolis (France), Micro Format, Inc. (US), Spectrum Positive (UK), Printegra (US), Trustcopy (Singapore), and William Frick

& Company (US).

The study includes an in-depth competitive analysis of these key players in the microprinting market, with their company profiles, recent developments, and key market strategies.

Research Coverage:

The report defines, describes, and forecasts the microprinting market based on type, print type, substrate, application, and geography. It provides detailed information regarding the major factors (drivers, restraints, opportunities, and challenges) influencing the growth of the microprinting market. It also analyzes competitive developments such as product launches and developments, agreements, acquisitions, expansions, partnerships, and investments carried out by key players to grow in the market.

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 microprinting market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses 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.

## Contents

### **1 INTRODUCTION**

- 1.1 STUDY OBJECTIVES
- 1.2 DEFINITION
- 1.3 SCOPE
  - 1.3.1 MARKETS COVERED
  - 1.3.2 GEOGRAPHIC SCOPE
  - 1.3.3 YEARS CONSIDERED
- 1.4 CURRENCY
- 1.5 MARKET STAKEHOLDERS

### **2 RESEARCH METHODOLOGY**

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
    - 2.1.1.1 Secondary sources
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Primary sources
    - 2.1.2.2 Key industry insights
    - 2.1.2.3 Breakdown of primaries
- 2.2 MARKET SIZE ESTIMATION
  - 2.2.1 BOTTOM-UP APPROACH
  - 2.2.2 TOP-DOWN APPROACH
- 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.4 RESEARCH ASSUMPTIONS

### **3 EXECUTIVE SUMMARY**

### **4 PREMIUM INSIGHTS**

- 4.1 ATTRACTIVE OPPORTUNITIES IN MICROPRINTING MARKET
- 4.2 MICROPRINTING MARKET, BY COUNTRY
- 4.3 MICROPRINTING MARKET, BY APPLICATION
- 4.4 MICROPRINTING MARKET IN APAC, BY APPLICATION AND COUNTRY

### **5 MARKET OVERVIEW**

## 5.1 INTRODUCTION

## 5.2 MARKET DYNAMICS

### 5.2.1 DRIVERS

5.2.1.1 Standards and regulations in banking sector

5.2.1.2 Technological advancement in microprinting

### 5.2.2 RESTRAINTS

5.2.2.1 Increasing digitization limiting microprinting market growth

### 5.2.3 OPPORTUNITIES

5.2.3.1 Growing concern about brand protection and product safety

5.2.3.2 Increasing use of microprinting technology in healthcare

### 5.2.4 CHALLENGES

5.2.4.1 Heat setting issues in microprinting-based printers

## 6 MICROPRINTING MARKET, BY SUBSTRATE

### 6.1 INTRODUCTION

#### 6.2 PLASTIC

6.2.1 PLASTIC TO DOMINATE MICROPRINTING MARKET, IN TERMS OF GROWTH RATE, OWING TO HIGH ADOPTION OF MICROPRINTING IN PLASTIC-BASED ID CARDS

#### 6.3 PAPER

6.3.1 INCREASING ADOPTION OF MICROPRINTING TO BOOST PAPER MARKET DUE TO ANTI-COUNTERFEIT BENEFITS AND HIGH SECURITY

#### 6.4 METAL

6.4.1 INCREASING NEED FOR RELIABLE SUBSTRATE BASE FROM AUTOMOTIVE AND AEROSPACE APPLICATIONS OFFER GROWTH OPPORTUNITY FOR METAL MARKET

## 7 MICROPRINTING MARKET, BY PRINT TYPE

### 7.1 INTRODUCTION

#### 7.2 SINGLE-SIDED

7.2.1 INCREASING NEED FOR SECURE TECHNOLOGY FROM GOVERNMENT AND PACKAGING APPLICATIONS PROVIDE GROWTH OPPORTUNITY FOR SINGLE-SIDED MICROPRINTING MARKET

#### 7.3 DOUBLE-SIDED

7.3.1 INITIATIVE TAKEN BY BANKING AND FINANCES AGENCIES TO ADOPT MICROPRINTING TECHNOLOGY IN BANKNOTES SPUR GROWTH OF DOUBLE-SIDED MICROPRINTING MARKET

## **8 MICROPRINTING MARKET, BY TYPE**

### 8.1 INTRODUCTION

### 8.2 MONOCHROME

8.2.1 INCREASING ADOPTION OF MONOCHROME-BASED MICROPRINTING PRINTER TO BOOST MONOCHROME MICROPRINTING MARKET DUE TO EXCELLENT PRINT QUALITY AND LOW PRICE BENEFITS

### 8.3 COLOR

8.3.1 COLOR-BASED MICROPRINTING PRINTER TO DOMINATE MICROPRINTING MARKET, IN TERMS OF SIZE, OWING TO GROWING ADOPTION OF MICROPRINTING IN BANKNOTE AND POSTAGE STAMPS

## **9 MICROPRINTING MARKET, BY APPLICATION**

### 9.1 INTRODUCTION

### 9.2 BANKING & FINANCE

9.2.1 MICROPRINTING MARKET FOR BANKING & FINANCE APPLICATIONS WILL BE DRIVEN BY INCREASING DEMAND FOR ANTI-COUNTERFEIT TOOLS AND PRINTERS FOR COUNTERFEIT DETERRENCE

### 9.3 GOVERNMENT

9.3.1 MICROPRINTING MARKET GROWTH FOR GOVERNMENT APPLICATIONS PROPELLED BY INCREASING ADOPTION OF MICROPRINTING FOR ID CARDS

### 9.4 PACKAGING

9.4.1 REQUIREMENT FOR HIGH QUALITY PRINTING IN PACKAGING APPLICATION TO TRACE PRODUCTS AND AVOID DUPLICITY CREATES AN OPPORTUNITY FOR MICROPRINTING MARKET

### 9.5 HEALTHCARE

9.5.1 MICROPRINTING MARKET GROWTH FOR HEALTHCARE APPLICATIONS DRIVEN BY HIGH ADOPTION OF MICROPRINTING TO AUTHENTICATE SEVERAL MEDICAL PRODUCTS AND PRESCRIPTIONS

### 9.6 EDUCATION

9.6.1 FEATURES OF MICROPRINTING TECHNOLOGY SUCH AS ANTI-COUNTERFEITING ALONG WITH HIGH SECURITY OFFER GROWTH OPPORTUNITIES

### 9.7 CORPORATE

9.7.1 REQUIREMENT FOR HIGH-LEVEL SECURE TECHNOLOGY, WITH LOW COST INVESTMENT, TO AVOID COUNTERFEITING OF CONFIDENTIAL DOCUMENTS CREATES GROWTH OPPORTUNITY FOR MICROPRINTING

## MARKET

### 9.8 OTHERS

9.8.1 MICROPRINTING MARKET GROWTH PROPELLED BY NEED FOR RELIABLE AND SECURE PRINTING IN HOSPITALITY AND RETAIL APPLICATIONS TO AVOID CARD DUPLICITY

## 10 GEOGRAPHIC ANALYSIS

### 10.1 INTRODUCTION

### 10.2 NORTH AMERICA

#### 10.2.1 US

10.2.1.1 US is leading country in North American microprinting market

#### 10.2.2 CANADA

10.2.2.1 Packaging application is among important markets for microprinting in Canada

#### 10.2.3 MEXICO

10.2.3.1 Banking & finance contributes significantly for microprinting market in Mexico

### 10.3 EUROPE

#### 10.3.1 UK

10.3.1.1 Government and banking & finance are important applications of microprinting market in UK

#### 10.3.2 GERMANY

10.3.2.1 Germany is a leading country in European microprinting market

#### 10.3.3 FRANCE

10.3.3.1 Increasing need for anti-counterfeit tools in various applications drives microprinting market in France

#### 10.3.4 ITALY

10.3.4.1 Increasing demand for microprinting technology for government documents drives market growth

#### 10.3.5 REST OF EUROPE

### 10.4 APAC

#### 10.4.1 CHINA

10.4.1.1 Expansion of banking sector propels growth of microprinting market

#### 10.4.2 JAPAN

10.4.2.1 Government regulations to utilize anti-counterfeiting measures drives demand for microprinting solutions

#### 10.4.3 INDIA

10.4.3.1 Government and banking & finance are important applications of microprinting market

#### 10.4.4 REST OF APAC

#### 10.5 ROW

##### 10.5.1 SOUTH AMERICA

10.5.1.1 Packaging application to provide opportunities for microprinting market

##### 10.5.2 MIDDLE EAST & AFRICA

10.5.2.1 Increasing presence of global players in MEA provides opportunity for microprinting market

### **11 COMPETITIVE LANDSCAPE**

#### 11.1 INTRODUCTION

#### 11.2 MARKET RANKING ANALYSIS, 2018

#### 11.3 COMPETITIVE LEADERSHIP MAPPING

##### 11.3.1 VISIONARY LEADERS

##### 11.3.2 DYNAMIC DIFFERENTIATORS

##### 11.3.3 INNOVATORS

##### 11.3.4 EMERGING PLAYERS

#### 11.4 COMPETITIVE SCENARIO

##### 11.4.1 PRODUCT LAUNCHES AND DEVELOPMENTS

##### 11.4.2 PARTNERSHIPS AND AGREEMENTS

##### 11.4.3 ACQUISITIONS, EXPANSIONS, AND INVESTMENTS

### **12 COMPANY PROFILE**

(Business overview, Products offered, Recent developments, MNM view, SWOT analysis)\*

#### 12.1 KEY PLAYERS

##### 12.1.1 XEROX CORPORATION

##### 12.1.2 VIDEOJET TECHNOLOGIES, INC.

##### 12.1.3 BRADY CORPORATION

##### 12.1.4 HP INC.

##### 12.1.5 ZEBRA TECHNOLOGIES CORPORATION

##### 12.1.6 MATICA TECHNOLOGIES AG

##### 12.1.7 RICOH COMPANY LTD.

##### 12.1.8 CANON FINETECH NISCA INC.

##### 12.1.9 SOURCE TECHNOLOGIES

##### 12.1.10 SAFECHECKS

#### 12.2 OTHER KEY PLAYERS



- 12.2.1 XEIKON
- 12.2.2 DOMINO PRINTING SCIENCES PLC
- 12.2.3 CONTROL PRINT LTD.
- 12.2.4 DATA CARTE CONCEPTS
- 12.2.5 EVOLIS
- 12.2.6 MICRO FORMAT, INC.
- 12.2.7 SPECTRUM POSITIVE
- 12.2.8 PRINTEGRA, AN ENNIS COMPANY
- 12.2.9 TRUSTCOPY
- 12.2.10 WILLIAM FRICK & COMPANY

\*Business overview, Products offered, Recent developments, MNM view, SWOT analysis might not be captured in case of unlisted companies.

## **13 APPENDIX**

- 13.1 DISCUSSION GUIDE
- 13.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 13.3 AVAILABLE CUSTOMIZATIONS
- 13.4 RELATED REPORTS
- 13.5 AUTHOR DETAILS

## List Of Tables

### LIST OF TABLES

TABLE 1 MICROPRINTING MARKET, BY SUBSTRATE, 2015–2024 (USD MILLION)

TABLE 2 MICROPRINTING MARKET FOR PLASTIC SUBSTRATE, BY PRINT TYPE, 2015–2024 (USD MILLION)

TABLE 3 MICROPRINTING MARKET FOR PAPER SUBSTRATE TYPE, BY PRINT TYPE, 2015–2024 (USD MILLION)

TABLE 4 MICROPRINTING MARKET, BY PRINT TYPE, 2015–2024 (USD MILLION)

TABLE 5 SINGLE-SIDED MICROPRINTING MARKET, BY SUBSTRATE, 2015–2024 (USD MILLION)

TABLE 6 SINGLE-SIDED MICROPRINTING MARKET, BY APPLICATION, 2015–2024 (USD MILLION)

TABLE 7 SINGLE-SIDED MICROPRINTING MARKET FOR GOVERNMENT APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 8 SINGLE-SIDED MICROPRINTING MARKET FOR BANKING & FINANCE APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 9 SINGLE-SIDED MICROPRINTING MARKET FOR CORPORATE APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 10 SINGLE-SIDED MICROPRINTING MARKET FOR HEALTHCARE APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 11 SINGLE-SIDED MICROPRINTING MARKET FOR PACKAGING APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 12 SINGLE-SIDED MICROPRINTING MARKET FOR EDUCATION APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 13 SINGLE-SIDED MICROPRINTING MARKET FOR OTHER APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 14 SINGLE-SIDED MICROPRINTING MARKET, BY REGION, 2015–2024 (USD MILLION)

TABLE 15 DOUBLE-SIDED MICROPRINTING MARKET, BY SUBSTRATE, 2015–2024 (USD MILLION)

TABLE 16 DOUBLE-SIDED MICROPRINTING MARKET, BY APPLICATION, 2015–2024 (USD MILLION)

TABLE 17 DOUBLE SIDED MICROPRINTING MARKET FOR GOVERNMENT APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 18 DOUBLE-SIDED MICROPRINTING MARKET FOR BANKING & FINANCE APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 19 DOUBLE-SIDED MICROPRINTING MARKET FOR CORPORATE

APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 20 DOUBLE-SIDED MICROPRINTING MARKET FOR HEALTHCARE APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 21 DOUBLE-SIDED MICROPRINTING MARKET FOR PACKAGING APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 22 DOUBLE-SIDED MICROPRINTING MARKET FOR EDUCATION APPLICATIONS, BY REGION, 2015–2024 (USD THOUSAND)

TABLE 23 DOUBLE-SIDED MICROPRINTING MARKET FOR OTHER APPLICATIONS, BY REGION, 2015–2024 (USD THOUSAND)

TABLE 24 DOUBLE-SIDED MICROPRINTING MARKET, BY REGION, 2015–2024 (USD MILLION)

TABLE 25 MICROPRINTING MARKET, BY TYPE, 2015–2024 (USD MILLION)

TABLE 26 MICROPRINTING MARKET FOR MONOCHROME TYPE, BY APPLICATION, 2015–2024 (USD MILLION)

TABLE 27 MICROPRINTING MARKET FOR COLOR TYPE, BY APPLICATION, 2015–2024 (USD MILLION)

TABLE 28 MICROPRINTING MARKET, BY APPLICATION, 2015–2024 (USD MILLION)

TABLE 29 MICROPRINTING MARKET FOR BANKING & FINANCE APPLICATIONS, BY PRINT TYPE, 2015–2024 (USD MILLION)

TABLE 30 MICROPRINTING MARKET FOR BANKING & FINANCE APPLICATIONS, BY TYPE, 2015–2024 (USD MILLION)

TABLE 31 MICROPRINTING MARKET FOR BANKING & FINANCE APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 32 MICROPRINTING MARKET FOR GOVERNMENT APPLICATIONS, BY PRINT TYPE, 2015–2024 (USD MILLION)

TABLE 33 MICROPRINTING MARKET FOR GOVERNMENT APPLICATIONS, BY TYPE, 2015–2024 (USD MILLION)

TABLE 34 MICROPRINTING MARKET FOR GOVERNMENT APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 35 MICROPRINTING MARKET FOR PACKAGING APPLICATIONS, BY PRINT TYPE, 2015–2024 (USD MILLION)

TABLE 36 MICROPRINTING MARKET FOR PACKAGING APPLICATIONS, BY TYPE, 2015–2024 (USD MILLION)

TABLE 37 MICROPRINTING MARKET FOR PACKAGING APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 38 MICROPRINTING MARKET FOR HEALTHCARE APPLICATIONS, BY PRINT TYPE, 2015–2024 (USD MILLION)

TABLE 39 MICROPRINTING MARKET FOR HEALTHCARE APPLICATIONS, BY

TYPE, 2015–2024 (USD MILLION)

TABLE 40 MICROPRINTING MARKET FOR HEALTHCARE APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 41 MICROPRINTING MARKET FOR EDUCATION APPLICATIONS, BY PRINT TYPE, 2015–2024 (USD MILLION)

TABLE 42 MICROPRINTING MARKET FOR EDUCATION APPLICATIONS, BY TYPE, 2015–2024 (USD MILLION)

TABLE 43 MICROPRINTING MARKET FOR EDUCATION APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 44 MICROPRINTING MARKET FOR CORPORATE APPLICATIONS, BY PRINT TYPE, 2015–2024 (USD MILLION)

TABLE 45 MICROPRINTING MARKET FOR CORPORATE APPLICATIONS, BY TYPE, 2015–2024 (USD MILLION)

TABLE 46 MICROPRINTING MARKET FOR CORPORATE APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 47 MICROPRINTING MARKET FOR OTHER APPLICATIONS, BY PRINT TYPE, 2015–2024 (USD MILLION)

TABLE 48 MICROPRINTING MARKET FOR OTHER APPLICATIONS, BY TYPE, 2015–2024 (USD MILLION)

TABLE 49 MICROPRINTING MARKET FOR OTHER APPLICATIONS, BY REGION, 2015–2024 (USD MILLION)

TABLE 50 MICROPRINTING MARKET, BY REGION, 2015–2024 (USD MILLION)

TABLE 51 MICROPRINTING MARKET IN NORTH AMERICA, BY COUNTRY, 2015–2024 (USD MILLION)

TABLE 52 MICROPRINTING MARKET IN NORTH AMERICA, BY PRINT TYPE, 2015–2024 (USD MILLION)

TABLE 53 MICROPRINTING MARKET IN NORTH AMERICA, BY APPLICATION, 2015–2024 (USD MILLION)

TABLE 54 MICROPRINTING MARKET IN EUROPE, BY COUNTRY, 2015–2024 (USD MILLION)

TABLE 55 MICROPRINTING MARKET IN EUROPE, BY PRINT TYPE, 2015–2024 (USD MILLION)

TABLE 56 MICROPRINTING MARKET IN EUROPE, BY APPLICATION, 2015–2024 (USD MILLION)

TABLE 57 MICROPRINTING MARKET IN APAC, BY COUNTRY, 2015–2024 (USD MILLION)

TABLE 58 MICROPRINTING MARKET IN APAC, BY PRINT TYPE, 2015–2024 (USD MILLION)

TABLE 59 MICROPRINTING MARKET IN APAC, BY APPLICATION, 2015–2024 (USD

MILLION)

TABLE 60 MICROPRINTING MARKET IN MIDDLE EAST & AFRICA, BY REGION,  
2015–2024 (USD MILLION)

TABLE 61 MICROPRINTING MARKET IN MIDDLE EAST & AFRICA, BY PRINT TYPE,  
2015–2024 (USD MILLION)

TABLE 62 MICROPRINTING MARKET IN MIDDLE EAST & AFRICA, BY  
APPLICATION, 2015–2024 (USD MILLION)

TABLE 63 PRODUCT LAUNCHES AND DEVELOPMENTS, 2016–2018

TABLE 64 PARTNERSHIPS AND AGREEMENTS, 2017–2018

TABLE 65 ACQUISITIONS, EXPANSIONS, AND INVESTMENTS, 2017–2018

## List Of Figures

### LIST OF FIGURES

FIGURE 1 MICROPRINTING MARKET: RESEARCH DESIGN

FIGURE 2 RESEARCH FLOW OF MARKET SIZE ESTIMATION

FIGURE 3 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

FIGURE 5 DATA TRIANGULATION

FIGURE 6 COLOR TYPE TO DOMINATE MICROPRINTING MARKET

FIGURE 7 PACKAGING APPLICATION TO WITNESS HIGHEST CAGR IN MICROPRINTING MARKET DURING FORECAST PERIOD

FIGURE 8 SINGLE-SIDED PRINT TYPE HELD LARGER SHARE OF MICROPRINTING MARKET

IN 2018

FIGURE 9 APAC TO HOLD LARGEST SHARE OF MICROPRINTING MARKET

FIGURE 10 GROWING ADOPTION OF MICROPRINTING IN BANKING & FINANCE APPLICATION TO DRIVE MARKET DURING FORECAST PERIOD

FIGURE 11 MICROPRINTING MARKET TO GROW AT HIGHEST CAGR IN CHINA DURING FORECAST PERIOD

FIGURE 12 BANKING & FINANCE APPLICATION TO HOLD LARGEST SHARE OF MARKET

BY 2024

FIGURE 13 BANKING & FINANCE APPLICATION AND CHINA TO HOLD LARGEST SHARE OF MICROPRINTING MARKET BY 2024

FIGURE 14 STANDARDS AND REGULATIONS IN BANKING SECTOR

FIGURE 15 MICROPRINTING MARKET, BY SUBSTRATE

FIGURE 16 PLASTIC SUBSTRATE FOR MICROPRINTING MARKET TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 17 MICROPRINTING MARKET, BY PRINT TYPE

FIGURE 18 SINGLE-SIDED MICROPRINTING MARKET TO GROW AT HIGHER CAGR FROM

2019 TO 2024

FIGURE 19 SINGLE-SIDED MICROPRINTING MARKET FOR PAPER SUBSTRATE TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 20 DOUBLE-SIDED MICROPRINTING MARKET FOR PAPER SUBSTRATE TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 21 MICROPRINTING MARKET, BY TYPE

FIGURE 22 COLOR TYPE TO GROW AT HIGHER CAGR FROM 2019 TO 2024

FIGURE 23 MICROPRINTING MARKET, BY APPLICATION

FIGURE 24 MICROPRINTING MARKET FOR PACKAGING TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 25 MICROPRINTING MARKET IN APAC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 26 NORTH AMERICA: SNAPSHOT OF MICROPRINTING MARKET

FIGURE 27 EUROPE: SNAPSHOT OF MICROPRINTING MARKET

FIGURE 28 APAC: SNAPSHOT OF MICROPRINTING MARKET

FIGURE 29 COMPANIES ADOPTED PRODUCT LAUNCHES AND DEVELOPMENTS AS KEY GROWTH STRATEGIES FROM 2016 TO 2018

FIGURE 30 RANKING OF TOP 5 PLAYERS IN MICROPRINTING MARKET

FIGURE 31 MICROPRINTING MARKET (GLOBAL) COMPETITIVE LEADERSHIP MAPPING (2018)

FIGURE 32 XEROX CORPORATION: COMPANY SNAPSHOT

FIGURE 33 BRADY CORPORATION: COMPANY SNAPSHOT

FIGURE 34 HP INC.: COMPANY SNAPSHOT

FIGURE 35 ZEBRA TECHNOLOGIES CORPORATION: COMPANY SNAPSHOT

FIGURE 36 RICOH COMPANY LTD.: COMPANY SNAPSHOT

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