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Packaging Tape Printing Market by Product Type (Hot Melt, Acrylic), by Material (Polypropylene, PVC), by Printing Ink (Water-based, UV-curable), by Mechanism (Digital Printing, Flexography), by End-user industry (Food & Beverages, Consumer Durables) & by Region - Forecast to 2020

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Abstracts

“Rise in the demand for aesthetically appealing printed tapes and innovative printing styles to drive the packaging tape printing market”

The global packaging tape printing market is projected to grow from USD 21.42 billion in 2015 to USD 28.78 billion by 2020, at a CAGR of 6.08% from 2015 to 2020. The packaging tape printing market is driven by factors such as growing demand of aesthetically appealing tape with innovative printing styles, high demand of digital printing, and rising demand from end-user industry.

“Water-based printing ink to gain maximum demand during the forecast period”

The water-based ink segment is estimated to contribute the largest market share during the forecast period. These inks offer better performance, low printing cost, and less damage to both people and environment. It exhibits high level of compliance with current environmental protection standards. Digital printing is expected to be the fastest growing mechanism in the packaging tape printing market. Printer convertors are adding digital printer in their printing press to realize the benefit of improved productivity, reliability, and cost-effectiveness over higher runs. Polypropylene has emerged as an economically viable alternative for the packaging converters, and has thereby commanded a major market share in the packaging tape printing industry. Furthermore,

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owing to the increased demand of innovative packaging and printing technologies so as to enhance the visibility of packaged products, the packaging tape printing market is projected to witness growth in consumer durables sectors, with food & beverages industry contributing the largest market share during the forecast period.

“Asia-Pacific to gain major market share during the forecast period”

Asia-Pacific is projected to have the largest market share and dominate the global packaging tape printing market from 2015 to 2020. China, one of the leading manufacturer and supplier of printing materials and equipment, exhibits high growth opportunities for the packaging tape printing market. However, the market continues to face challenges due to demand for high-quality printing at low cost while adhering to the government regulations.

Breakdown of Primaries:

In-depth interviews have been conducted with various key industry participants, subject matter experts, C-level executives of key market players, and industry consultants among other experts to obtain and verify critical qualitative and quantitative information as well as assess future market prospects. The distribution of primary interviews is as follows:

1 By Company Type: Tier 1—60%, Tier2—27%, and Tier 3—13%
2 By Designation: C-Level—50%, Director Level—30%, and Others*—20%
3 By Region: North America—30%; Europe—15%; Asia-Pacific—20%; RoW—35%

Note: Others include sales managers, marketing managers, and product managers

The tiers of the companies are defined on the basis of their total revenue, as of 2013: Tier 1 = >USD 10 billion, Tier 2 = USD 1 billion to USD 10 billion, and Tier 3 = USD 1 billion

The global packaging tape printing market traditionally brought innovations in materials and equipment used in the operation of packaging tape printing. With the invention of various printing technologies such as digital printing and three-dimensional printing, the Global packaging tape printing market took a huge leap forward. It has advanced to the level of technological complexity and flexibility that it provides to firms in terms of designing and marketing their product. The packaging tape printing market has kept pace with technological advances seen in other industries and is poised to attain

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economic and technological expansions in the near future.

The key players in the packaging tape printing market, profiled in the report, are as follows:

1. Hewlett-Packard Development Company, L.P.
2. Quad/Graphics Inc.
3. RR Donnelley & Sons
4. Xerox Corporation
5. E.I. du Pont de Nemours and Company
6. Canon U.S.A, Inc.
7. SIAT S.p.A
8. FLEXcon Company, Inc.
9. Cenveo, Inc.
10. WS Packaging Group

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the packaging tape printing market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the subsegments across the different segments and countries.

2. The report helps stakeholders to understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.

3. This report will help stakeholders to better understand the competitor and gain more insights to better their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, and mergers & acquisitions.

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