

# **Printing Ink Market by Type (Nitrocellulose, Polyurethane, Water based, Acrylic, UV Curable), Process (Gravure, Flexographic, Lithographic, Digital), Application (Cardboards, Flexible Packaging, Tags & Labels, Cartons), & Region - Global Forecasts to 2028**

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## **Abstracts**

The printing ink market is estimated at USD 19.0 billion in 2022 and is projected to reach USD 28.6 billion by 2028, at a CAGR of 7.0% from 2023 to 2028. The driving forces behind the printing ink market's growth are diverse and interconnected, including technological advancements enhancing print quality and compatibility, industry-specific demands spanning packaging, publishing, textiles, and more, evolving consumer preferences for personalized and sustainable products, strict regulatory requirements necessitating compliant and environmentally friendly inks, the need to cater to innovative packaging trends, the rise of digital printing technologies requiring compatible inks, globalization demanding consistent branding, and the continuous pursuit of effective visual branding and differentiation.

“The water-based printing ink is projected to register the second highest CAGR during the forecast period”

The water-based segment dominated the overall printing ink market, both in terms of value and volume in 2022. Water-based printing inks are environmentally friendly ink formulations that utilize water as the primary solvent, emitting fewer volatile organic compounds (VOCs) and reducing health hazards. They are versatile and applicable in flexography, gravure, screen printing, and inkjet processes on porous substrates like paper and fabrics. While advancements have improved color vibrancy and print quality, longer drying times and sensitivity to moisture remain challenges. Water-based inks are compliant for food packaging and offer safer indoor use due to the absence of

hazardous air pollutants, but may require surface treatments for non-porous materials. With applications extending to textiles and apparel, water-based inks provide a sustainable and customizable printing solution for diverse industries. This factors expected to boost demand for water-based printing inks in the market.

“The gravure process segment accounted for the second largest share of the overall printing ink market”

The printing ink market, in terms of value, gravure process segment accounted for the second largest share in 2022. The gravure process is a sophisticated printing technique utilized in the printing ink market, involving the engraving of images onto a cylindrical surface known as a gravure cylinder. This engraved cylinder holds ink that is precisely transferred to the substrate as it rotates, resulting in high-quality and detailed prints. Gravure printing is favored for its ability to reproduce continuous-tone images with color accuracy, making it ideal for applications like packaging, labels, and magazines. The process offers color consistency, substrate versatility, and the capability to achieve specialty effects; however, it entails set-up complexities and costs, suiting long print runs and applications demanding precision and durability such as flexible packaging and security printing.

“During the forecast period, the printing ink market in North America region is projected to register the third highest market share”

The North American printing ink market thrives on its diversity, technological innovation, and sustainability emphasis. Serving industries ranging from packaging and publishing to textiles and advertising, the region adopts a mix of traditional and modern printing technologies, with digital printing's rise enabling customization and short-run efficiency. With a growing focus on eco-friendliness, printing inks are adapting to meet stringent regulations and consumer demands for greener solutions. This dynamic landscape also responds to evolving consumer preferences, packaging innovation, strict regulatory compliance, and the influence of diverse cultural and creative trends, shaping a market that caters to a wide array of applications across sectors, from retail branding to industrial labeling.

This study has been validated through primary interviews with industry experts globally. These primary sources have been divided into the following three categories:

By Company Type- Tier 1- 43%, Tier 2- 47%, and Tier 3- 10%

By Designation- C Level- 33%, Director Level- 33%, and Others- 34%

By Region- North America- 32%, Europe- 29%, Asia Pacific - 19%, South America - 10, Middle East & Africa -10%

The report provides a comprehensive analysis of company profiles:

Prominent companies include DIC Corporation (Japan), Toyo Ink SC Holdings Co., Ltd. (Japan), T&K TOKA CORPORATION (Japan), Tokyo Printing Ink Mfg. Co., Ltd. (Japan), FUJIFILM Holdings Corporation (Japan), Yip's Chemical Holdings Limited (Hong Kong), Sakata Inx Corporation (Japan), Dainichiseika Color & Chemicals Mfg. Co., Ltd. (Japan), Siegwirk Druckfarben AG & Co. KGaA (Germany), Hubergroup (Germany), Flint Group (Luxembourg), SICPA Holding SA (Switzerland), Wikoff Color Corporation (US), ALTANA (Germany), and DEERS i Co., LTD. (South Korea), among others.

## Research Coverage

This research report categorizes the printing ink market by Type (nitrocellulose, polyurethane, water based, acrylic, UV curable), Process (gravure, flexographic, lithographic, digital), Application (cardboards, flexible packaging, tags & labels, cartons) & Region (North America, Europe, Asia Pacific, South America and Middle East and Africa). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the printing ink market. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions, and services; key strategies; Contracts, partnerships, agreements. new product & service launches, mergers and acquisitions, and recent developments associated with the printing ink market. Competitive analysis of upcoming startups in the printing ink market ecosystem is covered in this report.

## Reasons to buy this 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 printing ink 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 (Growth of the digital textile and ceramic tiles printing industry, development of new ink resin technologies, increasing demand for printing ink from the packaging industry), restraints (Decline in the conventional commercial printing industry, and Shift from print to digital media), opportunities (Innovations in business printing and publishing, Increase in bio-based printing inks expected to act as opportunity for printing ink market), and challenges (Stringent regulations regarding disposal, The rising cost of raw materials) influencing the growth of the printing ink market

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

Market Development: Comprehensive information about lucrative markets – the report analyses the printing ink market across varied regions

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

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like DIC Corporation (Japan), Toyo Ink SC Holdings Co., Ltd. (Japan), T&K TOKA CORPORATION (Japan), Tokyo Printing Ink Mfg. Co., Ltd. (Japan), FUJIFILM Holdings Corporation (Japan), Yip's Chemical Holdings Limited (Hong Kong), Sakata Inx Corporation (Japan), Dainichiseika Color & Chemicals Mfg. Co., Ltd. (Japan), Siegwirk Druckfarben AG & Co. KGaA (Germany), Hubergroup (Germany), Flint Group (Luxembourg), SICPA Holding SA (Switzerland), Wikoff Color Corporation (US), ALTANA (Germany), and DEERS I Co., LTD. (South Korea), among others in the printing ink market

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\*Details on Business overview, Products/Solutions/Services offered, Other developments, MNM view, Right to win, Strategic choices, Weaknesses and competitive threats might not be captured in case of unlisted companies.

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