

Rotogravure Printing Inks Market by Type (Nitrocellulose, Polyamide, Polyurethane, Acrylic, & Others), Technology (Solvent-Based, Water-Based, & Others), Application (Packaging, Publication, Product, & Promotion) - Global Forecast to 2021

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Abstracts

The global market size of rotogravure printing inks is estimated to reach USD 4.30 billion by 2021, registering a CAGR of 4.99% between 2016 and 2021. Rising retail sales in the packaging industry, increasing demand for printed products, such as labels, bags/cartons, direct mail, and catalogs in every application is expected to fuel the overall demand of rotogravure printing inks during the forecast period.

"Packaging, the fastest-growing application for rotogravure printing inks"

Globally, packaging is the fastest-growing application of rotogravure printing inks, in terms of volume. Rotogravure printing inks are used for printing folding cartons as well as printing on a variety of other flexible packaging materials. The advancement and innovation in the packaging technologies and development of the flexible packaging industry are expected to increase significantly in the coming years. The key drivers are high growth in the packaging applications, increasing disposable income, changing consumer lifestyle, increased use of rotogravure printing inks products, and growing publication and promotional activities in the countries such as China, India, Japan, the U.S., and Germany.

"Rising demand in Asia-Pacific is the major driver of the rotogravure printing inks market"

Asia-Pacific is the largest and the fastest-growing market of rotogravure printing inks, in



terms of value and volume. High economic growth rate, the growing manufacturing industries, cheap labor, increasing foreign investments, increasing demand from the end-use industries, and a global shift in the production capacity from the developed markets to the emerging markets is the major factors leading the growth of the rotogravure printing inks market in this region.

To determine and verify the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted. The breakdown of primary interviews is given below.

By Company Type - Tier 1 - 46%, Tier 2 - 27%, and Others - 27%

By Designation - C level – 36%, D level – 18%, and Others – 46%

By Region - North America – 37%, Europe – 36%, Asia-Pacific – 18%, and RoW – 9%

The key companies profiled in this market research report are Flint Group (Luxembourg), DIC Corporation (Japan), Toyo Ink SC Holdings Co., Ltd. (Japan), Dainichiseika Color & Chemicals Mfg. Co., Ltd. (Japan), Sakata Inx Corporation (Japan), T&K Toka Co., Ltd. (Japan), Tokyo Printing Ink Manufacturing Co., Ltd. (Japan), Siegwerk Druckfarben AG & Co. KGaA, (Germany), Hubergroup Deutschland GmbH (Germany), and Wikoff Color Corporation (U.S.).

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

- 1. This report segments the rotogravure printing inks market comprehensively and provides the closest approximations of the market sizes for the overall market and the subsegments across different verticals and regions.
- 2. It will help stakeholders to understand the pulse of the market and provide them information on the key market drivers, restraints, challenges, and opportunities.
- 3. This report will also help stakeholders to understand the major competitors and gain additional insights to improve their position in the business. The competitive landscape section includes new product developments, investments, and mergers & acquisitions undertaken by the market players.



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Figure 60 HUBERGROUP DEUTSCHLAND GMBH: SWOT ANALYSIS

Figure 61 WIKOFF COLOR CORPORATION: SWOT ANALYSIS



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