

# Thermal Printhead-Global Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/T557D78D916EN.html>

Date: June 2018

Pages: 153

Price: US\$ 3,980.00 (Single User License)

ID: T557D78D916EN

## Abstracts

### Report Summary

Thermal Printhead-Global Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Thermal Printhead industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provide useful data and information. Key questions answered by this report include:

Worldwide and Regional Market Size of Thermal Printhead 2013-2017, and development forecast 2018-2023

Main manufacturers/suppliers of Thermal Printhead worldwide, with company and product introduction, position in the Thermal Printhead market

Market status and development trend of Thermal Printhead by types and applications

Cost and profit status of Thermal Printhead, and marketing status

Market growth drivers and challenges

The report segments the global Thermal Printhead market as:

Global Thermal Printhead Market: Regional Segment Analysis (Regional Production Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North America

Europe

China

Japan

Rest APAC

Latin America

Global Thermal Printhead Market: Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Thick Film Printhead

Thin Film Printhead

Global Thermal Printhead Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

POS

Plotting and Recording

Self-Adhesive Labels

Tickets

Other

Global Thermal Printhead Market: Manufacturers Segment Analysis (Company and Product introduction, Thermal Printhead Sales Volume, Revenue, Price and Gross Margin):

Kyocera

ROHM

Shandong Hualing (SHEC)

Toshiba Hokut

AOI Electronics

Alps Electric

Mitani Micronics

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Contents

### **CHAPTER 1 OVERVIEW OF THERMAL PRINthead**

- 1.1 Definition of Thermal Printhead in This Report
- 1.2 Commercial Types of Thermal Printhead
  - 1.2.1 Thick Film Printhead
  - 1.2.2 Thin Film Printhead
- 1.3 Downstream Application of Thermal Printhead
  - 1.3.1 POS
  - 1.3.2 Plotting and Recording
  - 1.3.3 Self-Adhesive Labels
  - 1.3.4 Tickets
  - 1.3.5 Other
- 1.4 Development History of Thermal Printhead
- 1.5 Market Status and Trend of Thermal Printhead 2013-2023
  - 1.5.1 Global Thermal Printhead Market Status and Trend 2013-2023
  - 1.5.2 Regional Thermal Printhead Market Status and Trend 2013-2023

### **CHAPTER 2 GLOBAL MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Development of Thermal Printhead 2013-2017
- 2.2 Production Market of Thermal Printhead by Regions
  - 2.2.1 Production Volume of Thermal Printhead by Regions
  - 2.2.2 Production Value of Thermal Printhead by Regions
- 2.3 Demand Market of Thermal Printhead by Regions
- 2.4 Production and Demand Status of Thermal Printhead by Regions
  - 2.4.1 Production and Demand Status of Thermal Printhead by Regions 2013-2017
  - 2.4.2 Import and Export Status of Thermal Printhead by Regions 2013-2017

### **CHAPTER 3 GLOBAL MARKET STATUS AND FORECAST BY TYPES**

- 3.1 Production Volume of Thermal Printhead by Types
- 3.2 Production Value of Thermal Printhead by Types
- 3.3 Market Forecast of Thermal Printhead by Types

### **CHAPTER 4 GLOBAL MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

- 4.1 Demand Volume of Thermal Printhead by Downstream Industry
- 4.2 Market Forecast of Thermal Printhead by Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF THERMAL PRINthead**

- 5.1 Global Economy Situation and Trend Overview
- 5.2 Thermal Printhead Downstream Industry Situation and Trend Overview

## **CHAPTER 6 THERMAL PRINthead MARKET COMPETITION STATUS BY MAJOR MANUFACTURERS**

- 6.1 Production Volume of Thermal Printhead by Major Manufacturers
- 6.2 Production Value of Thermal Printhead by Major Manufacturers
- 6.3 Basic Information of Thermal Printhead by Major Manufacturers
  - 6.3.1 Headquarters Location and Established Time of Thermal Printhead Major Manufacturer
  - 6.3.2 Employees and Revenue Level of Thermal Printhead Major Manufacturer
- 6.4 Market Competition News and Trend
  - 6.4.1 Merger, Consolidation or Acquisition News
  - 6.4.2 Investment or Disinvestment News
  - 6.4.3 New Product Development and Launch

## **CHAPTER 7 THERMAL PRINthead MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

- 7.1 Kyocera
  - 7.1.1 Company profile
  - 7.1.2 Representative Thermal Printhead Product
  - 7.1.3 Thermal Printhead Sales, Revenue, Price and Gross Margin of Kyocera
- 7.2 ROHM
  - 7.2.1 Company profile
  - 7.2.2 Representative Thermal Printhead Product
  - 7.2.3 Thermal Printhead Sales, Revenue, Price and Gross Margin of ROHM
- 7.3 Shandong Hualing (SHEC)
  - 7.3.1 Company profile
  - 7.3.2 Representative Thermal Printhead Product
  - 7.3.3 Thermal Printhead Sales, Revenue, Price and Gross Margin of Shandong Hualing (SHEC)
- 7.4 Toshiba Hokut

- 7.4.1 Company profile
- 7.4.2 Representative Thermal Printhead Product
- 7.4.3 Thermal Printhead Sales, Revenue, Price and Gross Margin of Toshiba Hokusai
- 7.5 AOI Electronics
  - 7.5.1 Company profile
  - 7.5.2 Representative Thermal Printhead Product
  - 7.5.3 Thermal Printhead Sales, Revenue, Price and Gross Margin of AOI Electronics
- 7.6 Alps Electric
  - 7.6.1 Company profile
  - 7.6.2 Representative Thermal Printhead Product
  - 7.6.3 Thermal Printhead Sales, Revenue, Price and Gross Margin of Alps Electric
- 7.7 Mitani Micronics
  - 7.7.1 Company profile
  - 7.7.2 Representative Thermal Printhead Product
  - 7.7.3 Thermal Printhead Sales, Revenue, Price and Gross Margin of Mitani Micronics

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF THERMAL PRINTHEAD**

- 8.1 Industry Chain of Thermal Printhead
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF THERMAL PRINTHEAD**

- 9.1 Cost Structure Analysis of Thermal Printhead
- 9.2 Raw Materials Cost Analysis of Thermal Printhead
- 9.3 Labor Cost Analysis of Thermal Printhead
- 9.4 Manufacturing Expenses Analysis of Thermal Printhead

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF THERMAL PRINTHEAD**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy

- 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
  - 12.2.2 Primary Sources
- 12.3 Reference

## I would like to order

Product name: Thermal Printhead-Global Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/T557D78D916EN.html>

Price: US\$ 3,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T557D78D916EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970