

Digital Label Press Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application

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Abstracts

Digital Label Press Market Overview

The digital label press market is poised for significant growth from 2025 to 2030, driven by advancements in printing technology, increasing demand for customized packaging, and the rising adoption of digital printing in various industries. The market is expected to grow at a compound annual growth rate (CAGR) of 6.8% during the forecast period, reaching a market size of \$4.5 billion by 2030. This growth is fueled by the need for shorter print runs, faster turnaround times, and the ability to produce high-quality labels with variable data printing capabilities.

Market Size and Share Analysis

In 2025, the global digital label press market is projected to be valued at \$3.2 billion, with a steady increase in market share across various regions. The market is segmented by product type, process, application, end-use, and region. Key players such as Gallus, Durst, Xeikon/Flint Group, SCREEN, Domino, Epson, Astra Nova, KPG, and Hanglory Group dominate the market, collectively holding a market share of 65%-70%.

By Product Type

The market is segmented into inkjet and electrophotography (toner-based) digital label presses. Inkjet technology holds the largest market share, accounting for 55%-60% of the market in 2025, due to its versatility and ability to produce high-quality prints on various substrates. Electrophotography is expected to grow at a CAGR of 5.5%-6% during the forecast period.

By Process



The digital label press market is divided into roll-to-roll and sheet-fed processes. Roll-to-roll printing dominates the market with a share of 70%-75%, driven by its efficiency in high-volume production. Sheet-fed printing is expected to grow at a CAGR of 4.5%-5%, primarily due to its suitability for short-run and customized label production.

By Application

The market is segmented into Food & Beverage, Health & Beauty, Pharma, Industrial, and Household applications. The Food & Beverage sector holds the largest market share at 35%-40%, driven by the increasing demand for attractive and informative labeling. The Health & Beauty sector is expected to grow at a CAGR of 7%-8%, fueled by the need for premium packaging and anti-counterfeiting measures.

By End-Use

The end-use segments include label converters, brand owners, and printers. Label converters account for the largest market share at 50%-55%, as they are the primary users of digital label presses. Brand owners are expected to witness the highest growth rate of 8%-9%, driven by the increasing trend of in-house label production.

By Region

Geographically, the market is segmented into North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa. Asia-Pacific dominates the market with a share of 40%-45%, driven by the rapid industrialization and growing demand for packaged goods in countries like China and India. North America and Europe follow with market shares of 25%-30% and 20%-25%, respectively. Latin America and the Middle East & Africa are expected to grow at CAGRs of 6%-7% and 5%-6%, respectively.

Market Trends and Drivers

The digital label press market is driven by several key trends, including:

Customization and Personalization: The demand for customized and personalized labels is increasing, particularly in the Food & Beverage and Health & Beauty sectors. This trend is expected to grow at a CAGR of 7.5%-8.5% during the forecast period. Sustainability: There is a growing emphasis on sustainable packaging solutions, with brands opting for eco-friendly materials and processes. This trend is expected to drive the adoption of digital label presses, which offer reduced waste and energy consumption.

Technological Advancements: Innovations in digital printing technology, such as improved printheads, faster drying inks, and enhanced color management systems, are



driving the market growth. These advancements are expected to contribute to a 6%-7% increase in market size by 2030.

Market Challenges

Despite the positive outlook, the digital label press market faces several challenges, including:

High Initial Investment: The cost of digital label presses is significantly higher compared to traditional printing methods, which may deter small and medium-sized enterprises (SMEs) from adopting this technology.

Limited Substrate Compatibility: While digital label presses offer versatility, they may not be compatible with all types of substrates, limiting their application in certain industries. Skilled Labor Shortage: The operation of digital label presses requires skilled labor, and the shortage of trained personnel may hinder market growth in some regions.

Market News on Policy and Companies
Recent developments in the digital label press market include:

Policy Changes: Governments worldwide are implementing stricter regulations on labeling and packaging, particularly in the Food & Beverage and Pharma sectors. These regulations are expected to drive the demand for digital label presses, as they offer greater flexibility and compliance with labeling standards.

Company Innovations: Key players such as Gallus, Durst, and Xeikon/Flint Group are investing heavily in R&D to develop advanced digital label presses with enhanced capabilities. For instance, Gallus recently launched a new digital label press with improved print speed and resolution, targeting the Health & Beauty sector.

Mergers and Acquisitions: The market has witnessed several mergers and acquisitions, with companies aiming to expand their product portfolios and geographic reach. For example, Domino acquired a leading digital printing solutions provider to strengthen its position in the North American market.

Segment Forecasts (2025 - 2030)

The digital label press market is expected to witness significant growth across all segments during the forecast period:

By Product Type: Inkjet technology is expected to maintain its dominance, with a



projected CAGR of 6.5%-7%. Electrophotography is expected to grow at a CAGR of 5%-5.5%.

By Process: Roll-to-roll printing is expected to grow at a CAGR of 6%-6.5%, while sheet-fed printing is projected to grow at a CAGR of 4%-4.5%.

By Application: The Food & Beverage sector is expected to grow at a CAGR of 7%-7.5%, followed by the Health & Beauty sector at 7.5%-8%.

By End-Use: Label converters are expected to grow at a CAGR of 6%-6.5%, while brand owners are projected to grow at a CAGR of 8%-8.5%.

By Region: Asia-Pacific is expected to maintain its dominance with a CAGR of 7%-7.5%, followed by North America at 6%-6.5% and Europe at 5.5%-6%.

Conclusion

The digital label press market is set for robust growth from 2025 to 2030, driven by technological advancements, increasing demand for customized packaging, and the rising adoption of digital printing across various industries. Despite challenges such as high initial investment and skilled labor shortages, the market is expected to witness significant growth, particularly in the Asia-Pacific region. Key players are focusing on innovation and strategic partnerships to strengthen their market position, making the digital label press market a dynamic and competitive landscape.



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