

Packaging Printing Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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Abstracts

Packaging involves enclosing the product in protective material to prevent any external damage. Packaging printing or packaging and labeling is any written, electronic, or graphic communication on the concerned package or on a separate but associated label. The global packaging printing industry is predicted to grow at a CAGR of 5.5% during forecast period (2017–2025).

Global package printing market is segmented based on printing ink, printing technology, material, application, and region. Based on printing ink, the market is segmented into solvent based, UV curable, aqueous, and others. By printing technology, it is classified into flexography printing, offset printing, digital printing, screen printing, and gravure printing. Based on material labels, it is categorized into paper & paperboard, plastic, labels, and metals. Based on application, it is divided into food & beverage, household & cosmetic products, and pharmaceuticals. By geography, it is analyzed across North America, Europe, Asia pacific, and LAMEA.

Market dynamics

Drivers:

Increase in demand for feasible and sustainable printing.

Rise in demand for flexible packaging, cost-effectiveness, and minimal wastage of material.

Growth in healthcare industry and prominent usage of convenient packaging.

Excellent printability and appealing look of well-placed printing.

Restraints

Not suitable for heavy products.

Initial capital investment cost is very high.

Market players

The key players in this market include HP Inc., Canon, Inc., E.I. Du Pont Nemours and Company, Xerox Corporation, Toppan Printing Co., Ltd., Mondi Group, Quad/Graphics, Inc., Eastman Kodak Co., Xeikon N.V., Quantum Print and Packagin Ltd., and WS Packaging Group, Inc.

Key takeaways

Market Landscape

By Printing Technology

Flexography Printing

Gravure Printing

Offset Printing

Digital Printing

Screen Printing

By Material

Labels

Paper & Paperboard

Plastic

Metals

Others (Wood, Glass, and Textile)

By Application

Food & Beverage

Pharmaceuticals

Household & Cosmetic Products

Others (Automotive and Electronic Industry)

By Printing Ink

Solvent-Based

UV-Curable

Aqueous

Others (Latex and Dye Sublimation Inks.)

By Geography

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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