+357 96 030922
info@marketpublishers.com

Digital Print Packaging Market Forecasts to 2034 – Global Analysis By Packaging Type (Labels, Flexible Packaging, Corrugated Packaging and Other Packaging Types), Ink Type, Printing Technology, Application, End User and By Geography

https://marketpublishers.com/r/DE88A97F1FD8EN.html
Date: June 2026
Pages: 200
Price: US$ 4,150.00 (Single User License)
ID: DE88A97F1FD8EN

Abstracts

According to Stratistics MRC, the Global Digital Print Packaging Market is accounted for $18.4 billion in 2026 and is expected to reach $48.6 billion by 2034 growing at a CAGR of 12.9% during the forecast period. Digital print packaging refers to the application of digital printing technologies, including inkjet and electrophotographic processes, to produce finished packaging substrates, including labels, flexible films, folding cartons, corrugated containers, and pouches with variable data, short-run customization, and high-resolution graphic quality capabilities that conventional analog printing methods, including offset, flexographic, and gravure processes, cannot economically achieve at small batch sizes. These systems employ UV-curable, water-based, and solvent-based ink formulations deposited by digitally controlled print heads or electrostatic toner processes directly onto packaging substrates to enable on-demand production of personalized packaging, promotional edition graphics, regulatory compliance labels with serialized data, and short-run product launches without the tooling investment required for conventional plate-based printing methods.

Market Dynamics:

Driver:

Short-run packaging customization demand

Brand owner proliferation of product variants, seasonal promotional editions, regional

+357 96 030922
info@marketpublishers.com

market adaptations, and personalized packaging campaigns is generating substantial demand for digital print packaging capabilities that can economically produce runs of hundreds to thousands of units per variant without conventional plate change costs and minimum order quantity constraints that make short-run analog printing economically prohibitive. Consumer goods companies launching new product formats at an accelerating frequency to capture emerging consumer trend segments require packaging production flexibility that digital printing uniquely enables, allowing brand owners to test new packaging designs in the market without committing to large analog print production runs that create excess inventory risk.

Restraint:

Higher per-unit cost at scale

Digital packaging print costs remain structurally higher than equivalent analog flexographic or gravure printing at production volumes above approximately 50,000 units per SKU, creating economic barriers to digital adoption for high-volume commodity packaging applications where incumbent analog printing operations deliver competitive unit economics that digital press manufacturers cannot match without continued substrate speed and yield improvements. Brand owners managing high-volume staple product lines with stable packaging designs have limited economic incentive to migrate from cost-optimized analog printing to premium-priced digital alternatives, absent regulatory variable data requirements or strategic customization program justification.

Opportunity:

Pharmaceutical serialization variable data

Pharmaceutical industry requirements for unique serialized item identification codes, expiry dates, lot numbers, and regulatory text printed directly on secondary packaging to comply with global track-and-trace mandates represent a large compliance-driven growth opportunity for digital print packaging systems capable of high-speed variable data printing with validated accuracy and audit trail documentation. Drug manufacturers investing in serialization-compliant production line upgrades are deploying digital printing systems alongside conventional analog lines to add variable data capabilities without converting existing high-volume analog packaging infrastructure, creating incremental digital equipment procurement demand across pharmaceutical packaging operations globally.

+357 96 030922
info@marketpublishers.com

Threat:

Analog printing quality improvement

Continuous improvement in flexographic and gravure printing plate technology, combined with digital workflow integration for conventional analog presses, is reducing the print quality and job changeover speed advantages that digital printing historically held over analog methods, narrowing the technical differentiation that justified digital premium pricing for mainstream packaging applications. Advanced computer-to-plate flexographic systems, achieving near-offset quality combined with rapid sleeve change systems, reducing analog setup times, are extending the economic run length threshold where conventional printing remains more cost-effective, limiting the volume of packaging production that digital methods can competitively address.

Covid-19 Impact:

The pandemic disrupted packaging print production through supply chain shortages affecting substrates and inks, while accelerating brand owner recognition of supply chain resilience benefits from digital on-demand printing capabilities that reduced minimum order commitments and inventory build requirements. E-commerce packaging demand surged during lockdowns created new digital print application opportunities for customized direct-to-consumer unboxing experience packaging. Post-pandemic, brand owner agility requirements from volatile demand environments and ongoing supply chain optimization programs are sustaining digital packaging adoption as a strategic flexibility investment.

The electrophotography segment is expected to be the largest during the forecast period

The electrophotography segment is expected to account for the largest market share during the forecast period, due to the established commercial adoption of electrophotographic digital printing in label production, folding carton packaging, and direct mail applications, where toner-based systems deliver exceptional image quality and color accuracy for premium brand packaging at economically viable mid-range production volumes. HP Indigo electrophotographic presses dominate premium label and carton digital printing with an installed base generating substantial consumables and service revenue. The superior color gamut and metallic effects achievable through electrophotographic printing make it the preferred technology for luxury cosmetics, spirits, and premium food packaging digital production.

+357 96 030922
info@marketpublishers.com

The labels segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the labels segment is predicted to witness the highest growth rate, driven by the combination of pharmaceutical serialization compliance requirements generating large variable data label printing volumes, retail e-commerce shipping label customization demand, and brand owner proliferation of product variant labels across food, beverage, and personal care categories that collectively create the largest addressable opportunity for digital label printing growth. The label segment benefits from the shortest digital press economic break-even run length compared to flexible and corrugated packaging, making digital printing economically viable across a wider range of label job sizes. Leading label converter investment in digital press capacity is accelerating customer adoption.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to the world's largest packaging manufacturing industry concentrated in China, India, Japan, and South Korea, serving enormous domestic consumer goods markets with growing brand sophistication and packaging quality requirements that are driving digital printing adoption. China's rapidly developing consumer goods sector, with accelerating brand proliferation and packaging customization demands, is the largest single national market for digital packaging print equipment. Japanese and South Korean packaging converters with technology-forward customer relationships are early adopters of advanced digital packaging production systems.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, due to the highest per-capita consumer goods packaging customization intensity, the most developed pharmaceutical serialization compliance infrastructure, and the greatest concentration of premium brand packaging converters investing in digital production capabilities. The United States pharmaceutical industry's DSCSA compliance investment cycle is generating systematic digital printing infrastructure procurement across drug manufacturers and contract packaging organizations. North American craft food, beverage, and personal care brand proliferation is driving label converter investment in digital production capacity to serve short-run customer requirements.

+357 96 030922
info@marketpublishers.com

Key players in the market

Some of the key players in Digital Print Packaging Market include HP Inc., Xerox Corporation, Canon Inc., Epson Corporation, Heidelberger Druckmaschinen AG, Konica Minolta Inc., Durst Group, EFI Inc., Agfa-Gevaert Group, Bobst Group SA, Amcor plc, Mondi Group, Smurfit Kappa Group, DS Smith Plc, WestRock Company, Quad/Graphics Inc., and Cenveo Corporation.

Key Developments:

In April 2026, Xeikon N.V. introduced a pharmaceutical-grade digital label printing system with integrated serialization data validation and audit trail capabilities meeting DSCSA and EU FMD compliance requirements.

In February 2026, Durst Group AG expanded its digital corrugated packaging printing portfolio with a new high-speed inkjet system enabling single-pass full-color printing for e-commerce and retail display packaging.

In January 2026, Landa Digital Printing Ltd. announced commercial deployment of Nanographic printing technology at major packaging converters in Europe delivering offset-quality digital printing on standard packaging substrates.

Packaging Types Covered:

- Labels
- Flexible Packaging
- Corrugated Packaging
- Other Packaging Types

Ink Types Covered:

- UV-Based
- Solvent-Based

+357 96 030922
info@marketpublishers.com

Water-Based

Printing Technologies Covered:

Inkjet Printing

Electrophotography

Other Printing Technologies

Applications Covered:

Food & Beverage

Pharmaceutical

Cosmetics

Other Applications

End Users Covered:

SMEs

Large Enterprises

Other End Users

Regions Covered:

North America

United States

Canada

+357 96 030922
info@marketpublishers.com

- Mexico

Europe

- United Kingdom
- Germany
- France
- Italy
- Spain
- Netherlands
- Belgium
- Sweden
- Switzerland
- Poland
- Rest of Europe

Asia Pacific

- China
- Japan
- India
- South Korea
- Australia

+357 96 030922
info@marketpublishers.com

- Indonesia
- Thailand
- Malaysia
- Singapore
- Vietnam
- Rest of Asia Pacific

South America

- Brazil
- Argentina
- Colombia
- Chile
- Peru
- Rest of South America

Rest of the World (RoW)

- Middle East
  - Saudi Arabia
  - United Arab Emirates
  - Qatar
  - Israel
  - Rest of Middle East

+357 96 030922
info@marketpublishers.com

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as

+357 96 030922
info@marketpublishers.com

per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

+357 96 030922
info@marketpublishers.com

Contents

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

11 STRATEGIC MARKET INTELLIGENCE

12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

13 COMPANY PROFILES

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

+357 96 030922
info@marketpublishers.com

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Digital Print Packaging Market Forecasts to 2034 – Global Analysis By Packaging Type (Labels, Flexible Packaging, Corrugated Packaging and Other Packaging Types), Ink Type, Printing Technology, Application, End User and By Geography

Product link: https://marketpublishers.com/r/DE88A97F1FD8EN.html

Price: US$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/DE88A97F1FD8EN.html