

Digital Printing - Global Market Outlook (2020-2028)

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Abstracts

According to Statistics MRC, the Global Digital Printing Market is accounted for \$22.79 billion in 2020 and is expected to reach \$44.76 billion by 2028 growing at a CAGR of 8.8% during the forecast period. Some of the key factors propelling the market growth include growing demand for sustainable printing and developments in packaging and textile industries, reduction in per unit cost of printing with digital printers, rapid industrialization, growing demand of printing for e-commerce, and rising demand for digital advertisements. However, high initial investments are likely to restraint the market.

Digital Printing is a modern method of production that allows for printing from electronic files. Digital printing can be defined as the process of printing digital-based images, which can be directly printed onto various media substrates (paper, photo paper, canvas, fabric, synthetics, cardstock, and other substrates). It does not require a printing plate in contrast to the more traditional offset printing. Digital printing involves the document to re-create on a computer and then printed directly onto the material of your choice. It is an alternative to various other more conventional methods such as lithography, flexography, gravure, letter press, and others. The technology of digital printing eliminates several of the mechanical steps that are usually required for more traditional printing methods such as manually stripping pieces together, making plates or making films and color proofs.

By ink type, the ultraviolet (UV)-cured ink segment is anticipated to grow at the significant rate during the forecast period. The UV cured inks typically contain reactive monomers, oligomers, pigments and additives, and photoinitiators. The biggest advantage of UV cured inks is that the inks offer instant drying on a wide range of substrates from metals, glass, and ceramics to flexible packaging, thin-gauge polymeric films, and more. With the increasing availability of curing technologies, new delivery systems, and raw materials the scope for UV cured ink is growing. This type of ink gets

set and dries quickly on exposure to UV light and can be sent to the next step of the production process. This makes it durable and suitable for printing on a wide range of flexible materials, along with direct to rigid substrates. UV-curable ink also offers some environmental advantages; for instance, it allows printers to use ink without toxins, i.e., 100% ink, and no wastage compared to solvent-based inks.

On the basis of geography, Asia Pacific region is expected to have considerable market growth during the forecast period, due to rapid growth in industrialisation that has created increase in demand for digital printing. Moreover increase in demand from textile industry, packaging industry and others leverages a positive impact on the market growth in this region. The Chinese printing industry shows a high level of enthusiasm and interest toward new, data-based business models, digital platform solutions, and end-to-end digitized value creation chains. The digital printing penetration has enabled the local designers to have online access to over 12,000 folding carton designs, making the designing of packaging as a forefront toward adoption. The Japanese digital printing market is driven by various factors, such as the growing adoption of e-commerce, consumer electronics, and packaged and processed food. Besides, factors such as the rise in demand for various application areas have been driving the market growth in the country.

Some of the key players in Digital Printing Market include Westrock Company, DS Smith PLC, IronMark Inc., Smurfit Kappa, Southland Printing Company Inc., Avery Dennison Corporation, Mondi PLC, Hewlett-Packard Development Company, I.P., Xeikon NV, Canon, Inc., Seiko Epson Corporation, Amcor PLC, Xerox Corporation, Samsung Electronics, Toshiba, Kyocera Corporation, and Panasonic.

Ink Types Covered:

Solvent Ink

Dye Sublimation Ink

Ultraviolet (UV)-Cured Ink

Aqueous Ink

Latex Ink

Water Based Ink

Substrate Types Covered:

Release Liner

Paper & Paperboard

Plastic Films or Foils

Glass

Ceramic

Technical Textiles

Printing Technologies Covered:

Magnetography

Electrophotography & Electrostatic Printing

Toner-based Printing Systems Iconography

Thermal Transfer Printing

Direct Thermal Printing

Print Head Types Covered:

Laser

Inkjet

Packagings Covered:

Flexible Packaging

Metal Packaging

Labels

Folding Cartons

Rigid Plastic Packaging

Corrugated Packaging

Formats Covered:

Full Color Printing

Large Format Printing

Variable Data Printing

Applications Covered:

Commercial Printing

Books

Digital Printing Service

Printer Suppliers

Information Technology (IT) Service

Cloud Service

Display

Clothing/Garments

End Users Covered:

Food & Beverage

Household & Cosmetic Products

Pharmaceuticals and Healthcare

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & 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 2019, 2020, 2021, 2025 and 2028

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic analysis: Drivers and Constraints, Product/Technology Analysis, Porter's five forces analysis, SWOT analysis, etc.

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

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

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Note: Tables for North America, Europe, APAC, South America, and Middle East &
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