

Digital Printing Packaging - Global Market Outlook (2020-2028)

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Abstracts

According to Statistics MRC, the Global Digital Printing Packaging market is accounted for \$21.21 billion in 2020 and is expected to reach \$69.04 billion by 2028 growing at a CAGR of 15.9% during the forecast period. Some of the key factors propelling the market growth include growing demand for sustainable printing, increasing demand for flexible packaging, increase in the demand for packaging printing for attractive packaging of food & beverage products across the globe, rise in manufacturing activities, and growing demand for aesthetic appeal and innovative printing techniques. However, fluctuations in the prices of raw materials are restricting the market growth.

Digital printing is the technique of printing the digital image or file directly on the substrate such as paper, canvas, cardstock, plastic, foil, fabric, and other substrates. In this technique, the ink is directly pressed over the substrate removing the need for the plates and setup sheets, reducing the overall initial cost. Digital printing is a cost-effective printing technique offering high-quality printing quality, rapid turnaround time with high accuracy. It is an eco-friendly printing technique ideal for printing short to medium print runs. Owing to this, it is widely used as a printing option over the packaging of food & beverage, pharmaceutical, cosmetics, personal care products.

By packaging type, the labels and tags segment is expected to grow at the significant rate during the forecast period, due to its application in almost all types of packaging variables and its numerous applications such as displaying sequential barcodes and numbering, variable text, titles, or graphics and add substantial value to the product. Labels and tags are the mostly used packaging type as they display product information, brand identification symbols, and transportation details during shipping.

On the basis of geography, Asia-Pacific region is estimated to have considerable

market growth during the forecast period, owing to increasing demand from food and beverages and personal care products sector, increasing consumption of packaged good is creating demand for premium packaging, presence of a large consumer base in emerging countries such as India and China, manufacturers' focus on developing low-cost packaging printing options, the region experiencing growing e-retail sales, coupled with a growing convenience packaging in the food industry. However, as the digital printing packaging market in developed countries is getting matured, the markets in China and India are projected to grow at higher rates during the forecast period.

Some of the key players in Digital Printing Packaging Market include Quad/Graphics, Inc., HP Inc., Mondi PLC, Xerox Corporation, Quantum Print & Packaging Ltd, Traco Manufacturing, Inc., WS Packaging Group, Inc., Xeikon N.V., E.I. Du Pont Nemours and Company, Eastman Kodak Company., DS Smith Plc, Weber Packaging Solutions Inc., Landa Corporation Ltd., Reel Appeal Limited, Tailored Label Products Inc., and Edwards Label, Inc.

Printing Technologies Covered:

Inkjet Printing

Electrophotography & Electrostatic Printing

Thermal Transfer Printing

Liquid Toner Electrophotography Printing

Nano-Graphic Printing

Other Printing Technologies

Packaging Types Covered:

Folding Cartons

Labels and Tags

Corrugated Packaging

Flexible Packaging

Bottles & Jars

Boxes

Other Packaging Types

Printing Inks Covered:

Aqueous/Water-Based Inks

Solvent-Based Ink

Ultraviolet (UV)-Based Ink

Other Printing Inks

Formats Covered:

Variable Data Printing

Full Color Printing

Large Format Printing

Other Formats

Sales Channels Covered:

Distributor

Direct Sales

Applications Covered:

High Value Additive Manufacturing

Medical Devices

Filtration and Resin

Digital Printing and Labeling

Other Applications

End Users Covered:

Pharmaceuticals and Healthcare

Food & Beverage

Chemicals

Consumer Durables

Household & Cosmetic Products

Personal Care

Other End Users

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

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 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

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