

# Microprinting - Global Market Outlook (2017-2026)

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### **Abstracts**

According to Stratistics MRC, the Global Microprinting Market is accounted for \$426.35 million in 2017 and is expected to reach \$795.18 million by 2026 growing at a CAGR of 7.2% during the forecast period. Some of the key factors influencing the market growth include development and introduction of innovative products and standards and regulations in the banking sector. However, increasing digitization is restricting market growth.

Microprinting is an anti-counterfeit technique of printing very small text which is not legible for the naked eye unless overblown many folds on a note or item. It is being used in packaging, ID cards, bank checks and other items of value for security purpose. The computer scanner and photocopier machinery cannot view the micro print and thus display it in the form of line or dots.

Based on the end user, the banking & finance has a significant growth during the forecast period, owing to the rising demand from banking and financial sectors for anti-counterfeit tools and printers for fake prevention. It uses microprinting for various banking documents, including check slips, currency/banknotes, financial or payment cards, ID cards.

By Geography, Asia Pacific is expected to be the leading region in the acceptance of microprinting technology. The Asia Pacific is witnessing increased use of microprinting technology-based printers due to the presence of a large number of bank and finance organizations, government agencies, and corporate companies.

Some of the key players in global microprinting market are Source Technologies, Domino Printing Sciences PLC, Hewlett-Packard Company, Saueressig GmbH Co KG, Xerox Corporation, Videojet Technologies, Inc., Brady Inc., Huber Group, Saueressig GmbH Co KG Team NiSCA, Diagramm Halbach GmbH & Co. KG, Micro Format Inc.,

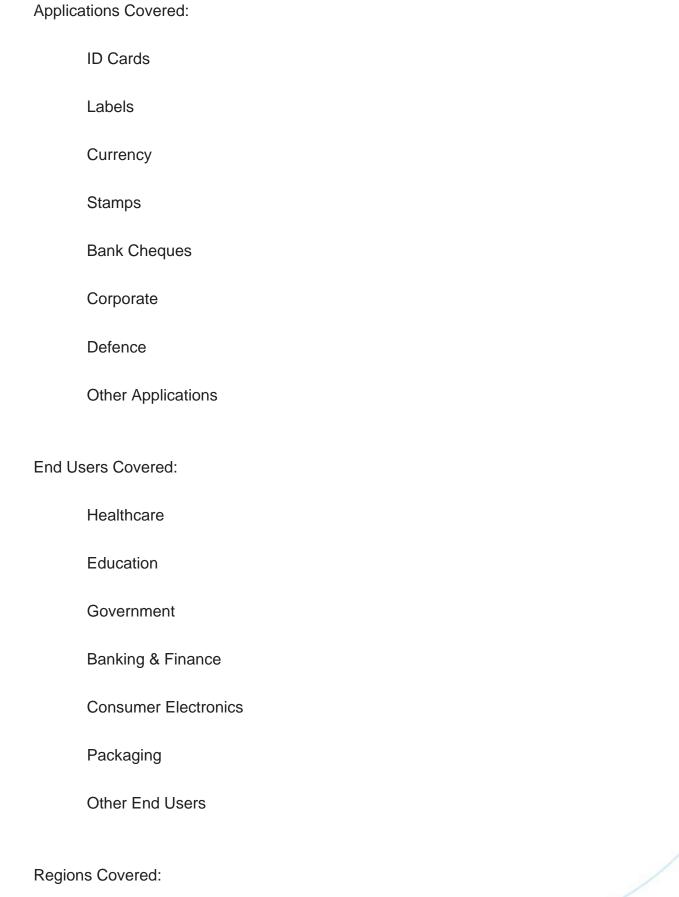


William Frick & Company, Gallas Label & Decal, Zebra Technologies Corporation, Printegra, Matica Technologies AG and Ricoh Company Ltd.

Print Types Covered:			
[	Double-Sided		
(	Single-Sided		
Types Covered:			
I	nfrared Ink Marking		
l	JV Invisible Marking		
1	Micro-Embossing		
1	Magnetic Ink		
(	Special Inks		
(	Other Types		
Patterns Covered:			
(	Color		
Ŋ	Monochrome		
Substrate Types Covered:			
F	Paper		
1	Metal		

Plastic







North America		
	US	
	Canada	
	Mexico	
Europe		
	Germany	
	UK	
	Italy	
	France	
	Spain	
	Rest of Europe	
Asia Pacific		
	Japan	
	China	
	India	
	Australia	
	New Zealand	
	South Korea	
	Rest of Asia Pacific	



Argentina

	Brazil	
	Chile	
	Rest of South America	
Midd	le East & Africa	
Saudi Arabia	ı	
	UAE	
	Qatar	
	South Africa	
	Rest of Middle East & Africa	
What our rep	port offers:	
Mark	Market share assessments for the regional and country level segments	
Strate	Strategic recommendations for the new entrants	
	Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets	
	et Trends (Drivers, Constraints, Opportunities, Threats, Challenges, stment Opportunities, and recommendations)	
	egic analysis: Drivers and Constraints, Product/Technology Analysis, er'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 clients interest (Note: Depends of feasibility check)

### Competitive Benchmarking

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



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