Market Publishers
+357 96 030922
info@marketpublishers.com

Personalized Digital Packaging Market Forecasts to 2034 – Global Analysis By Printing Type (Inkjet Printing, Electrophotography, Thermal Transfer Printing and Nanographic Printing), Packaging Type, Substrate, Personalization Type, End User and By Geography

https://marketpublishers.com/r/P61E2D9CB536EN.html
Date: June 2026
Pages: 200
Price: US$ 4,150.00 (Single User License)
ID: P61E2D9CB536EN

Abstracts

According to Stratistics MRC, the Global Personalized Digital Packaging Market is accounted for $3.4 billion in 2026 and is expected to reach $8.9 billion by 2034 growing at a CAGR of 12.8% during the forecast period. Personalized digital packaging refers to packaging solutions produced using digital printing technologies, including inkjet, electrophotography, thermal transfer, and nanographic printing, that enable variable data, customized imagery, serialized coding, and individualized consumer messaging to be applied to labels, flexible pouches, folding cartons, corrugated boxes, and rigid packaging at commercially viable production speeds. These solutions allow brands to produce short-run, campaign-specific, regionally targeted, and individually personalized packaging variants without the plate-change costs and minimum order volume constraints associated with conventional analog printing technologies.

Market Dynamics:

Driver:

Brand personalization and consumer engagement

Accelerating consumer demand for personalized and emotionally resonant brand experiences is the primary commercial driver of digital packaging adoption. Brand owners across food and beverage, personal care, and premium consumer goods sectors deploy personalized packaging campaigns featuring consumer names, local imagery, seasonal messaging, and limited-edition artwork to drive trial, repeat purchase, and social media sharing. The documented uplift in brand sales, consumer engagement metrics, and retailer shelf visibility achieved through high-profile personalization campaigns motivates ongoing brand investment in digital printing capabilities. E-commerce growth further amplifies demand for individualized unboxing experiences that strengthen direct-to-consumer brand relationships.

Restraint:

Higher cost per unit versus offset printing

Digital printing continues to carry a meaningful cost-per-unit premium compared to conventional offset and flexographic packaging printing for high-volume production runs, limiting adoption to short-run, campaign-based, and specialty applications where personalization value justifies the cost differential. Brand owners with stable high-volume packaging requirements and long production runs retain strong economic incentives to continue with conventional printing methods. The ink and substrate compatibility constraints of certain digital printing technologies restrict application across specific packaging formats and material combinations, further limiting the addressable production volume that digital personalized packaging can competitively serve versus established analog printing infrastructure.

Opportunity:

QR code and connected packaging integration

Integration of serialized QR codes, NFC tags, and augmented reality markers into digitally printed personalized packaging creates substantial new consumer engagement and supply chain transparency opportunities that significantly expand the commercial value proposition beyond aesthetic customization alone. Brands leverage connected personalized packaging to deliver product authentication, loyalty program activation, interactive brand experiences, and personalized consumer communications triggered by unique packaging identifiers. Regulatory mandates for pharmaceutical track-and-trace serialization and consumer product safety transparency create additional pull for digitally printed variable data packaging solutions that deliver both regulatory compliance and consumer engagement value simultaneously.

Threat:

Sustainable packaging material constraints

Growing brand owner and retailer sustainability commitments requiring packaging recyclability, compostability, and recycled content are creating compatibility challenges for certain digital printing inks and coatings that compromise the recyclability of substrates they are applied to. Digital UV-cured and solvent-based inks on plastic flexible packaging substrates can inhibit fiber separation during paper recycling or reduce plastic film recyclability, conflicting with packaging sustainability targets. As recycling infrastructure operators impose stricter contamination standards, brand owners must navigate competing requirements between digital print quality and certified sustainable material credentials that may limit digital packaging format options.

Covid-19 Impact:

COVID-19 accelerated the adoption of short-run and on-demand digital packaging printing as brand owners sought to rapidly update packaging with hygiene guidance, regulatory information, and consumer safety messaging without incurring conventional print tooling costs. The pandemic disrupted traditional packaging supply chains and incentivized local short-run digital print capacity investment. Post-pandemic, the structural growth of e-commerce and brand direct-to-consumer channels has sustained demand for digitally printed personalized packaging as brands invest in differentiated unboxing experiences to strengthen consumer loyalty.

The nanographic printing segment is expected to be the largest during the forecast period

The nanographic printing segment is expected to account for the largest market share during the forecast period, due to its ability to deliver offset-quality print resolution at digital printing speeds and cost structures, bridging the performance gap between conventional and digital packaging production at commercially relevant volumes. Nanographic printing technology enables high-speed personalized packaging production across paper, board, and plastic substrates with consistent colour accuracy, sharp fine-line resolution, and excellent adhesion without UV curing. Leading folding carton, label, and flexible packaging converters are increasingly adopting nanographic printing for high-volume personalized packaging applications that previously required offset production.

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 most immediate and established commercial applications for digitally printed personalized packaging across food, beverage, personal care, and pharmaceutical product categories. Digital label printing enables cost-effective short-run production, version control, and variable data integration that brand owners require for promotional campaigns, regional market variants, and regulatory compliance versioning. The rapid expansion of craft beverage, premium food, and health supplement brands with high SKU diversity and short production run requirements creates sustained volume demand for digitally printed label solutions at competitive economics.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to the highest concentration of packaging printing production capacity and the largest consumer goods manufacturing base generating demand for digitally printed personalized packaging. China, Japan, South Korea, and India host extensive label and flexible packaging converting industries that are rapidly adopting digital printing to serve growing brand personalization requirements. The region's massive consumer population and expanding premium product segments create strong demand for targeted packaging variants aligned with regional consumer preferences and cultural occasions.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, due to the most mature brand personalization culture, the highest consumer responsiveness to individualized packaging experiences, and strong investment by leading consumer goods companies in digital packaging campaigns. The United States hosts pioneering brand personalization programs that set global benchmarks for personalized packaging ROI. Growing e-commerce packaging investment and short-run craft product brand proliferation generate consistent high-value demand for digitally printed personalized packaging solutions from converters and brand owners across the region.

Key players in the market

Some of the key players in Personalized Digital Packaging Market include HP Inc., Eastman Kodak Company, Xerox Holdings Corporation, Canon Inc., Ricoh Company, Ltd., Durst Group AG, EFI Electronics For Imaging, Inc., Bobst Group SA, Koenig & Bauer AG, Konica Minolta, Inc., Amcor plc, Mondi plc, WestRock Company, International Paper Company, CCL Industries Inc., Avery Dennison Corporation, Multi-Color Corporation, and Huhtamaki Oyj.

Key Developments:

In May 2026, HP Inc. launched the HP Indigo 200K digital press for high-speed personalized flexible packaging production, enabling converters to deliver digitally printed pouches and labels with offset-comparable quality at speeds up to 200 meters per minute.

In April 2026, Avery Dennison Corporation introduced an expanded range of digitally printable sustainable label materials supporting HP Indigo and inkjet printing, enabling brand owners to achieve personalized label campaigns on certified recyclable and compostable substrates simultaneously.

In March 2026, Durst Group AG partnered with a leading European folding carton converter to install its Tau RSC E inkjet platform for digitally printed personalized carton production, enabling short-run premium beverage and confectionery packaging at commercially competitive unit economics.

Printing Types Covered:

- Inkjet Printing
- Electrophotography
- Thermal Transfer Printing
- Nanographic Printing

Packaging Types Covered:

- Labels
- Flexible Packaging

+357 96 030922
info@marketpublishers.com

Folding Cartons

Corrugated Boxes

Rigid Boxes

Substrates Covered:

Paper and Paperboard

Plastic Films

Metalized Films

Aluminum Foil

Glass

Personalization Types Covered:

Name and Text Personalization

Image and Photo Personalization

QR Code and Serialized Packaging

Variable Data Printing

Augmented Reality Enabled Packaging

End Users Covered:

Food and Beverage

Personal Care and Cosmetics

+357 96 030922
info@marketpublishers.com

- Pharmaceuticals
- Consumer Electronics
- E-Commerce
- Gifting and Promotional Products

Regions Covered:

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - United Kingdom
  - Germany
  - France
  - Italy
  - Spain
  - Netherlands
  - Belgium
  - Sweden
  - Switzerland

+357 96 030922
info@marketpublishers.com

- Poland
- Rest of Europe

Asia Pacific

- China
- Japan
- India
- South Korea
- Australia
- 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

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 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

13 COMPANY PROFILES

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

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: Personalized Digital Packaging Market Forecasts to 2034 – Global Analysis By Printing Type (Inkjet Printing, Electrophotography, Thermal Transfer Printing and Nanographic Printing), Packaging Type, Substrate, Personalization Type, End User and By Geography

Product link: https://marketpublishers.com/r/P61E2D9CB536EN.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/P61E2D9CB536EN.html