Printing Inks Market Forecasts to 2032 – Global Analysis By Ink Type (Solvent-based Inks, Water-based Inks, UV-curable Inks, Oil-based Inks and Latex & Hybrid Inks), Printing Process, Resin Type, Application, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Printing Inks Market is accounted for $23.13 billion in 2025 and is expected to reach $30.03 billion by 2032 growing at a CAGR of 3.8% during the forecast period. Printing inks are essential chemical mixtures designed for creating text, graphics, and patterns on a variety of substrates including paper, films, fabrics, and cartons. These inks typically combine pigments, resins, solvents, and modifiers, ensuring vibrancy, adhesion, and long-lasting performance. They are extensively applied in packaging, publishing, commercial printing, and textile decoration, enhancing both visual appeal and product information. In recent years, sustainable and digital-based inks have become increasingly prominent, reducing ecological impact while improving efficiency. The industry's growth is further supported by the rapid rise in online retail, increased demand for flexible packaging, and innovative branding strategies requiring vivid print solutions.

According to data from the European Printing Ink Association (EuPIA), packaging inks represented the largest segment of the European printing ink market in 2021, accounting for approximately €2.1 billion in sales and 550,000 tonnes in volume, which was over 60% of total ink volume. EuPIA confirms that sustainability, migration compliance, and digitalization are the primary innovation drivers in ink formulation, especially for packaging applications.

Market Dynamics:

Driver:

Growing demand from packaging industry

The packaging sector plays a pivotal role in driving the global printing inks market, as these inks are essential for enhancing shelf appeal, labeling, and effective branding. The surge in consumer spending and booming e-commerce activity has heightened the importance of eye-catching and durable packaging solutions. Printing inks enable detailed graphics, vibrant colors, and protective finishes, which not only boost brand recognition but also ensure product safety. Moreover, the rising adoption of flexible packaging materials like wraps, pouches, and corrugated cartons further accelerates ink consumption. This growing reliance on innovative packaging formats establishes the packaging industry as a key growth driver.

Restraint:

Volatile raw material prices

One of the key challenges in the printing inks industry is the unpredictability of raw material costs, particularly pigments, solvents, and resins. These inputs largely depend on the petrochemical sector, making them sensitive to fluctuations in crude oil prices and global supply disruptions. Rising costs increase overall manufacturing expenses, forcing producers to raise prices and affecting profitability. This uncertainty complicates long-term business planning and can strain relationships with buyers. Smaller ink manufacturers, with limited financial resilience, often face greater risks in maintaining competitiveness. Consequently, raw material price volatility remains a persistent obstacle, constraining the stability and steady expansion of the printing inks market.

Opportunity:

Rising adoption of sustainable inks

The push for sustainability is creating major opportunities in the printing inks market, with rising demand for eco-friendly alternatives. Conventional inks often release VOCs, making greener solutions like water-based, bio-derived, and UV-curable inks more appealing. These inks offer advantages such as lower emissions, recyclability, and environmental safety. Governments are enforcing strict environmental laws, while businesses and consumers increasingly favor sustainable products, accelerating adoption. Producers are focusing on developing biodegradable inks and incorporating renewable feedstocks to stay competitive. As industries align with global green initiatives, sustainable printing inks provide one of the most dynamic opportunities, supporting both market growth and brand reputation.

Threat:

Substitution by alternative printing technologies

New printing technologies are creating substitution threats for the traditional printing inks market. Digital printing advancements and the rapid adoption of 3D printing reduce dependency on conventional ink systems. Unlike standard printing, 3D methods rely on powders, polymers, and resins, transforming applications across manufacturing, healthcare, and design prototyping. Additionally, electronic displays and smart labeling innovations are replacing printed media in some industries, cutting into ink demand. This growing preference for alternative solutions puts pressure on traditional ink suppliers to adapt. Without innovation and diversification, conventional ink producers may face declining market shares, as substitutes increasingly replace ink-based printing processes.

Covid-19 Impact:

The outbreak of COVID-19 created both challenges and opportunities for the printing inks industry. Segments like publishing, advertising, and commercial printing experienced steep declines due to lockdowns, digital adoption, and reduced marketing activities. With offices and schools closed, the demand for printed materials such as books and brochures dropped sharply. Conversely, packaging inks witnessed strong growth as online retail and food delivery services expanded during the crisis. Supply chain disruptions and rising costs of raw materials further pressured ink producers. Despite setbacks in traditional markets, resilience in packaging and labeling applications enabled the printing inks market to maintain partial stability.

The solvent-based inks segment is expected to be the largest during the forecast period

The solvent-based inks segment is expected to account for the largest market share during the forecast period, driven by their strong adaptability and high-performance features. They are extensively applied in flexible packaging, product labels, outdoor advertising, and industrial printing because they adhere effectively to non-absorbent materials such as plastics, foils, and synthetic films. Their durability against water, chemicals, and physical wear ensures superior print quality for long-term applications.

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Despite facing regulatory restrictions due to VOC emissions, solvent-based inks continue to dominate because of their affordability and proven reliability. Moreover, rapid packaging growth and printing needs in emerging economies reinforce their status as the largest segment in the market.

The digital (inkjet & laser) segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the digital (inkjet & laser) segment is predicted to witness the highest growth rate. Its efficiency in producing short batches, offering customization, and enabling quick turnaround supports increasing use across packaging, publishing, and promotional sectors. Businesses prefer digital printing for personalized labels, variable data applications, and innovative branding solutions. In addition, it generates minimal waste, requires less setup, and ensures vibrant, high-quality prints, aligning with sustainability goals. Technological improvements in UV-curable and inkjet inks are broadening opportunities. Strong demand from e-commerce packaging and marketing activities positions digital printing as the highest CAGR segment.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, supported by rapid growth in packaging, publishing, and advertising sectors. Rising urbanization, industrial development, and higher consumer expenditure are fueling packaging demand, particularly in food, beverages, and online retail. Major economies such as China, India, and Japan contribute significantly to ink usage due to their strong manufacturing capacities and vast retail networks. The shift toward flexible packaging formats and advanced digital printing also boosts regional demand. Affordable production, expanding middle-income groups, and increased focus on eco-friendly inks further reinforce Asia-Pacific’s leadership, making it the dominant hub in the global printing inks industry.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. This surge is attributed to factors like rapid industrialization, heightened demand for packaging and publishing, and a growing inclination towards superior printed materials in emerging economies. China is expected to maintain its leadership in the Asia-Pacific market, with substantial contributions from India and Japan. The region's expanding commercial printing and packaging industries are pivotal drivers of this

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growth. Moreover, advancements in printing technologies, including the adoption of water-based inks and digital printing methods, are amplifying the demand for printing inks in the region.

Key players in the market

Some of the key players in Printing Inks Market include Sun Chemical, Flint Group, Xingxin, INX International, SICPA Holding SA, Tokyo Ink (Tokyo Printing Ink Mfg Co. Ltd), Gardiner Colours, DIC Corporation, Toyo Ink SC Holdings Co. Ltd, Fujifilm Corporation, Siegwerk Druckfarben AG & Co. KGaA, Alite Inks, Zeller+Gmelin GmbH & Co. KG, Marabu GmbH and Hubergroup Deutschland GmbH.

Key Developments:

In July 2025, Flint Group has expanded its resin production site in Caronno, Italy, to strengthen supply security for nitrocellulose-free inks used in flexible packaging. The investment responds to rising demand for sustainable and recyclable solutions in line with the upcoming Packaging and Packaging Waste Regulation.

In May 2025, INX International Ink Co. has successfully acquired Servicom New Zealand Limited and entered into a definitive agreement to acquire Galaxy Inks & Coatings Australia. Subject to customary closing conditions, that transaction is expected to close by the end of this month.

In March 2025, FUJIFILM Healthcare Americas Corporation announces it has entered into a new strategic agreement with Amazon Web Services (AWS), an Amazon.com, Inc. company. Additionally, AWS has validated Fujifilm's Synapse ® enterprise PACS, specifically, Radiology PACS, Cardiology PACS, Digital Pathology PACS and the Synapse VNA for cloud readiness, further expanding and strengthening cloud hosting capabilities for Fujifilm's North American Synapse Enterprise Imaging customer base.

Ink Types Covered:

- Solvent-based Inks
- Water-based Inks
- UV-curable Inks

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Oil-based Inks

Latex & Hybrid Inks

Printing Processes Covered:

Lithographic (Offset)

Flexographic

Gravure

Digital (Inkjet & Laser)

Screen Printing

Resin Types Covered:

Modified Rosin

Acrylic

Polyurethane

Modified Cellulose

Other Resin Types

Applications Covered:

Packaging

Commercial & Publication

Textiles

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Industrial Marking

Ceramics & Specialty Surfaces

End Users Covered:

Food & Beverage

Pharmaceuticals

Consumer Goods

Retail & Advertising

Manufacturing & Industrial

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

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- 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 2024, 2025, 2026, 2028, and 2032
- 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

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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