

# **Digital Printing Market – Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented By Printing Process (Electrophotography, Inkjet), Application (Books, Commercial Printing, Packaging (Labels, Corrugated Packaging, Cartons, Flexible Packaging, Rigid Plastic Packaging, Metal Packaging)), By Region, Competition 2018-2028**

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## **Abstracts**

Global Digital Printing Market was valued at USD 28.12 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 4.23% through 2028. Significant improvements in print manufacturing efficiency, time-efficient production, and enhanced focus on supply chain management, such as better demand forecasting, have reduced the print market's overall waste. Technological advancements favoring digital printing have enabled waste minimization, maintaining high print quality. The advanced technology of digital printing includes mild solvents and less-harmful chemicals than the ones used in conventional printing technologies, like solid ink printing and offset printing. Hence, the demand for digital printing solutions is growing in the printed electronics market, increasing the focus on green printing and cost-effective production.

Digital printing is witnessing transitional and structural changes as a significant application, as the immediate transition from conventional methods of print to digital is challenging. Since it is still a niche method requiring print of shorter/customized batches, the printing cost is expected to take a toll. Various companies have been investing in multiple solutions, expansion activities, partnerships, and collaboration activities, to enhance their market position, to expand their presence across the world. For instance, in April 2022, Canon USA, Inc., a digital imaging solutions company,

announced the PRISMAcolor Manager solution. The solution can assist users in evaluating and monitoring print quality using compatible printers. It also shows users how their printed color compares to either one of the accepted Digital industries or a user's internal printing specifications. Being a cloud-based solution, it is easy to deploy and allows users to track and compare results over time.

## Key Market Drivers

### Significant improvements in print manufacturing efficiency

The global Digital Printing market is witnessing significant growth due to the rising prevalence of counterfeiting activities across various industries. Counterfeiting poses a significant threat to governments, financial institutions, and businesses, leading to substantial financial losses and reputational damage. As a result, there is a growing demand for advanced Digital Printing solutions that can effectively deter counterfeiters and ensure the authenticity of important documents and products. The rise of e-commerce platforms and online retail channels has further exacerbated the issue, as counterfeiters can easily distribute fake goods to unsuspecting consumers. This has prompted governments and organizations to invest in robust Digital Printing technologies, such as holograms, Digital inks, and tamper-evident labels, to protect their assets and prevent fraud. The Digital Printing industry is continuously innovating to stay ahead of counterfeiters, developing cutting-edge features and techniques that are difficult to replicate. These include microprinting, color-shifting inks, and intricate designs that are virtually impossible to reproduce accurately. Additionally, advancements in digital printing technology have enabled the integration of unique identifiers, such as QR codes and RFID tags, into printed materials, allowing for real-time authentication and traceability. The global Digital Printing market is expected to witness sustained growth as governments and organizations across various sectors recognize the importance of implementing comprehensive Digital measures to combat counterfeiting. By investing in secure printing solutions, they can protect their intellectual property, maintain consumer trust, and ensure the integrity of sensitive information. In conclusion, the rising prevalence of counterfeiting activities is a key driver of the global Digital Printing market. As counterfeiters become more sophisticated, the demand for advanced Digital Printing solutions will continue to grow, offering enhanced protection and peace of mind to businesses and consumers alike.

## Advanced Technology of Digital Printing

Technological advancements play a crucial role in driving the growth of the global

Digital Printing market. As counterfeiting techniques become more sophisticated, there is a constant need for innovative printing solutions that can effectively combat fraudulent activities. The integration of advanced technologies, such as nanotechnology, micro-optics, and digital printing, has revolutionized the Digital Printing industry. These advancements have enabled the development of highly secure and tamper-proof features that are difficult to replicate, ensuring the authenticity and integrity of printed documents and products. For instance, the use of holograms and color-shifting inks provides visual authentication elements that are challenging to counterfeit. Additionally, advancements in digital printing technology have allowed for the incorporation of unique identifiers, such as QR codes and RFID tags, into printed materials, enabling real-time authentication and traceability. Furthermore, the adoption of cloud-based solutions and data analytics has enhanced the Digital Printing process by enabling better monitoring, tracking, and analysis of printing activities, ensuring compliance and reducing the risk of unauthorized access. The continuous research and development efforts in the Digital Printing industry aim to stay ahead of counterfeiters and provide cutting-edge solutions that meet the evolving Digital needs of governments, financial institutions, and businesses. As technology continues to advance, the global Digital Printing market is expected to witness further growth, with manufacturers focusing on developing innovative printing techniques and features that offer enhanced security, durability, and ease of verification. In conclusion, technological advancements are driving the global Digital Printing market by enabling the development of advanced printing solutions that effectively combat counterfeiting activities, ensuring the protection of valuable assets, maintaining trust, and safeguarding sensitive information.

### Commercial Printing is Witnessing Transitional and Structural Changes as a Significant Application

The global Digital Printing market is experiencing significant growth, driven by the increasing demand in the banking and finance sector. As financial transactions become more digitalized, the need for secure and counterfeit-resistant printing solutions has become paramount. Banks and financial institutions rely on Digital Printing to produce various documents, such as banknotes, checks, certificates, and identity cards, that require advanced Digital features to prevent counterfeiting and fraud. The rising prevalence of financial crimes, including identity theft and forgery, has heightened the importance of implementing robust Digital measures. Digital Printing technologies, such as holograms, Digital inks, and microprinting, provide visual authentication elements that are difficult to replicate, ensuring the integrity and authenticity of financial documents. Additionally, the integration of unique identifiers, such as QR codes and RFID tags, enables real-time verification and traceability, enhancing the Digital of

financial transactions. The banking and finance sector's increasing focus on customer trust and regulatory compliance further drives the demand for secure printing solutions. Governments and regulatory bodies impose stringent requirements on financial institutions to ensure the Digital and confidentiality of customer information. By investing in advanced Digital Printing technologies, banks and financial institutions can protect their customers' assets, maintain the integrity of financial documents, and comply with regulatory standards. The global Digital Printing market is expected to witness continued growth as the banking and finance sector continues to prioritize Digital and invest in cutting-edge printing solutions. Manufacturers in the Digital Printing industry are focusing on developing innovative features and techniques that meet the specific requirements of the banking and finance sector, ensuring compatibility, reliability, and adherence to industry standards. In conclusion, the increasing demand in the banking and finance sector is a key driver of the global Digital Printing market, providing enhanced security, trust, and peace of mind to financial institutions and their customers in their printing requirements.

### Growth in Packaging Industry

The global Digital Printing market is witnessing significant growth, driven by the expansion of the packaging industry. As consumer preferences evolve and competition intensifies, packaging plays a crucial role in attracting customers and ensuring Application integrity. With the rise of counterfeit products and the need for brand protection, Digital Printing has become an essential component of packaging solutions. Digital Printing technologies, such as holograms, tamper-evident labels, and unique serialization codes, provide visual authentication and anti-counterfeiting features that safeguard products and brands. Additionally, Digital Printing helps in ensuring the traceability and authenticity of packaged goods, which is particularly important in industries such as pharmaceuticals, food and beverages, and luxury goods. The packaging industry's increasing focus on consumer safety, regulatory compliance, and brand reputation has led to a growing demand for secure printing solutions. Manufacturers in the Digital Printing market are continuously innovating to develop advanced printing techniques and features that meet the specific requirements of the packaging industry. This includes the integration of track-and-trace technologies, such as RFID tags and QR codes, to enable real-time authentication and supply chain visibility. As the packaging industry continues to expand globally, driven by factors such as e-commerce growth and sustainability initiatives, the demand for secure printing solutions is expected to rise. The global Digital Printing market is poised for further growth as packaging companies and brand owners recognize the importance of implementing comprehensive Digital measures to protect their products, enhance

consumer trust, and combat counterfeiting activities. In conclusion, the growth in the packaging industry is a key driver of the global Digital Printing market, offering enhanced security, brand protection, and consumer confidence in packaged goods.

### Expansion of E-commerce

The expansion of e-commerce has emerged as a pivotal force propelling the Global Digital Printing Market into a new era of growth and innovation. In this digital age, where consumers can purchase products from anywhere in the world with just a few clicks, the need for secure transactions, trust, and authenticity has never been more critical. E-commerce platforms, acting as the epicenter of global trade, have become a breeding ground for counterfeit activities and fraudulent transactions. To combat this rampant counterfeiting, businesses operating in the e-commerce sphere are increasingly turning to advanced Digital Printing solutions. Secure packaging, labels, certificates, and documents play a fundamental role in instilling trust among online shoppers. Brands leverage intricate Digital features such as holograms, color-shifting inks, and QR codes to assure customers of the authenticity and integrity of their products. Furthermore, the rise of online retail channels has streamlined the procurement process for businesses, allowing them to easily access a plethora of Digital Printing options tailored to their unique needs. With a few keystrokes, companies can source tamper-evident labels, counterfeit-resistant packaging materials, and secure authentication documents, ensuring the safe transit of products from warehouse to customer.

Additionally, e-commerce platforms have facilitated the dissemination of awareness regarding the importance of brand protection, encouraging businesses to invest in robust Digital Printing solutions to safeguard their reputation and customer loyalty. As consumers become more discerning, demanding authenticity and quality, businesses operating in the e-commerce realm are recognizing the indispensable role of Digital Printing in securing their supply chains and preserving their brand value. Consequently, the expansion of e-commerce stands as a catalyst, driving the Global Digital Printing Market to innovate, evolve, and meet the escalating demands of a digitally connected world where trust and authenticity are paramount. This symbiotic relationship between e-commerce and Digital Printing not only ensures the integrity of products but also fortifies the foundation of online trade, fostering an environment where consumers can shop with confidence, thereby shaping the future landscape of secure global transactions.

### Key Market Challenges

The digital printing industry has been a transformative force in the world of printing and

graphic communication. Over the past several years, it has experienced remarkable growth and evolution, offering a wide array of applications and innovations. This essay will explore the global digital printing market, discussing its growth, key drivers, and the myriad challenges it faces.

## The Digital Printing Market Landscape

Digital printing, as of my last knowledge update in September 2021, was making significant strides in terms of market expansion. It represents a departure from traditional analog printing methods, offering the advantages of cost-effectiveness, customization, and reduced environmental impact.

One of the primary factors fueling the growth of the global digital printing market was technological advancement. The development of inkjet and laser printing technologies has led to improved print quality, speed, and cost-efficiency. As these technologies matured, digital printing became an attractive option for businesses and consumers alike, leading to a rise in demand.

## Challenges in the Global Digital Printing Market

While the digital printing market has been growing, it hasn't been without its share of challenges. Understanding and addressing these challenges is crucial for businesses and stakeholders to sustain growth and adapt to the ever-changing market dynamics. Let's explore these challenges in greater detail:

### Initial Investment Costs

Acquiring digital printing equipment, especially high-quality and technologically advanced machines, can be a substantial financial investment. This challenge is often a barrier for smaller businesses or startups looking to enter the digital printing market. The cost of entry can limit market diversity and innovation.

### Intense Competition

The digital printing market is fiercely competitive, with numerous players vying for market share. This intense competition can lead to price wars and thinner profit margins. Established companies and newcomers must continually innovate and differentiate themselves to stay relevant.



## Quality Control

Maintaining consistent print quality, especially in large-scale printing operations, can be a challenging endeavor. The slightest variations in color, sharpness, or alignment can result in subpar products, leading to customer dissatisfaction and reputational damage. Businesses need robust quality control measures to ensure uniform output.

## Consumables Costs

Ink and other consumables represent a significant recurring cost in digital printing. The price of these materials can quickly add up, affecting the overall cost-effectiveness of the digital printing process. Efficient management of consumables and cost control are essential for business sustainability.

## Market Saturation

In certain segments of the digital printing market, such as wide-format printing, market saturation became a concern. An oversaturated market leads to increased competition, making it harder for companies to stand out and thrive. Niche markets and innovation may provide avenues for growth.

## Technological Obsolescence

The rapid pace of technological advancement in digital printing can render existing equipment obsolete relatively quickly. This dynamic environment necessitates frequent investments in updated technology, which can strain resources and planning.

## Intellectual Property Concerns

The ease of digital reproduction raised significant concerns about intellectual property, copyright infringement, and counterfeiting issues. Protecting intellectual property and addressing legal challenges associated with digital printing are critical for both businesses and the creative industry.

## Environmental Impact

While digital printing is generally regarded as more environmentally friendly than analog printing methods due to reduced waste, it is not without its environmental implications. The choice of inks and substrates can still have a substantial impact on the

environment, and businesses must carefully consider their environmental footprint.

### Regulatory Compliance

Adherence to regulations is a multifaceted challenge in the digital printing industry. This includes compliance with product labeling standards, safety regulations, and environmental standards. Navigating the complex web of regulations is essential to avoid legal complications.

### Security and Data Privacy

In the context of variable data printing, which allows for the customization of printed materials, ensuring the security and privacy of the data being printed is of utmost importance. Protecting sensitive information and maintaining data privacy is a growing concern for businesses and customers.

### Conclusion

The global digital printing market has witnessed remarkable growth and transformation, driven by technological advancements and changing consumer demands. However, the journey has not been without its challenges. The challenges discussed here, from initial investment costs to security and data privacy concerns, reflect the dynamic and multifaceted nature of the industry.

To navigate these challenges successfully, businesses in the digital printing market must adopt a proactive approach. This includes staying at the forefront of technological advancements, implementing robust quality control measures, and prioritizing environmental sustainability. Furthermore, a keen awareness of legal and regulatory considerations is crucial to ensuring compliance and protecting intellectual property rights.

In this ever-evolving landscape, the ability to innovate, adapt, and differentiate is key to not only surviving but thriving in the global digital printing market. Businesses that effectively address these challenges and harness the opportunities within the digital printing industry stand to benefit from its continued growth and evolution.

In conclusion, the global digital printing market is a dynamic and promising field, but its stakeholders must remain vigilant and responsive to the challenges it presents in order to harness its full potential.



## Key Market Trends

### Introduction

The global digital printing market is undergoing a profound transformation, driven by rapid technological advancements, changing consumer preferences, and the need for sustainable, customized, and on-demand printing solutions. In this essay, we will delve into the current state of the digital printing market, shedding light on the latest trends that are shaping its trajectory.

### Digital Printing: A Dynamic Industry

The digital printing market has come a long way since its inception. While my knowledge was last updated in September 2021, it's important to note that the industry's evolution is ongoing and often punctuated by disruptive innovations. Several key trends have emerged and continue to influence the market:

#### Personalization and Customization

Personalization has emerged as a central theme in the digital printing industry. Consumers and businesses alike are increasingly seeking bespoke products, be it personalized packaging, promotional items, or textiles. Digital printing enables easy customization, allowing for the creation of unique, one-of-a-kind items.

#### Inkjet Dominance

Inkjet printing technology has witnessed widespread adoption and innovation. It has become the preferred choice for a wide range of applications, including document printing, signage, textiles, and even 3D printing. Continuous improvements in inkjet technology have resulted in higher print quality, faster speeds, and enhanced color gamuts.

#### Sustainability and Environmentally Friendly Solutions

The push for sustainability is influencing the digital printing market. As environmental consciousness grows, businesses are seeking eco-friendly printing solutions. Digital printing, with its reduced waste and use of eco-friendly inks, is well-positioned to meet this demand. This trend aligns with the broader global movement towards sustainability.

## Packaging Printing

Digital printing is increasingly becoming a preferred method for packaging solutions. Short-run, on-demand packaging allows companies to reduce inventory, minimize waste, and create more targeted marketing campaigns. This trend has gained significant traction and is likely to continue its growth.

## Textile Printing

Digital textile printing is a hotbed of innovation, particularly in the fashion industry. It offers fast turnaround times, vibrant colors, and the ability to print on a wide range of fabrics. The fashion and home decor sectors are witnessing a digital textile revolution.

The rise of online printing services and web-to-print platforms has made it easier for individuals and businesses to access digital printing. These platforms provide user-friendly interfaces and quick ordering processes, enhancing the convenience of digital printing services.

## Industrial and Functional Printing

Digital printing has expanded beyond graphics and textiles into functional and industrial applications. This includes printing electronics, biomedical materials, and even food. The potential for growth in these segments is significant, driven by advances in materials and technology.

## 3D Printing

3D printing, often considered a subset of digital printing, is revolutionizing industries ranging from manufacturing to healthcare. It is evolving rapidly, with new materials and technologies continually expanding its applications.

## Variable Data Printing

Variable data printing allows for the customization of printed materials at an individual level. This is particularly valuable for direct marketing and personalization. Businesses are leveraging this capability to enhance their marketing efforts.

Color management has seen significant advancements, improving the accuracy of color reproduction in digital printing. This is particularly vital for industries like photography and graphic design, where color fidelity is paramount.

Efficient workflow management is crucial for optimizing digital printing operations. Automation is playing a pivotal role in streamlining processes, reducing errors, and enhancing productivity.

Digital printing and AR are merging to create interactive and engaging experiences. Print materials, such as brochures or advertisements, can trigger AR content when viewed through a smartphone or tablet, bridging the physical and digital worlds.

### Challenges and Opportunities

Despite its promising trajectory, the digital printing market faces several challenges: High-quality digital printing equipment can be costly, limiting entry for small businesses. The market is highly competitive, with pricing pressures affecting profit margins. Maintaining consistent print quality is critical, but it can be challenging, particularly in large-scale operations. Ink and other consumables can be expensive, affecting overall cost-effectiveness. While digital printing is considered more eco-friendly, the choice of inks and substrates can impact the environment. Adhering to product labeling, safety, and environmental standards is essential. Digital printing raises concerns about copyright infringement and counterfeiting. However, these challenges also present opportunities for innovation and growth. For instance: Advances in digital printing technology can lead to more cost-effective and efficient equipment. Smaller businesses can find success in niche markets where customization and quality are paramount. Businesses can differentiate themselves by prioritizing environmentally friendly printing solutions. Developing robust quality control measures can lead to better customer satisfaction and reputation management.

### Conclusion

The global digital printing market is in the midst of a remarkable transformation. Technological advancements, consumer demand for customization, and environmental considerations are driving the industry forward. Personalization, sustainability, and innovative applications such as packaging and textiles are at the forefront of this evolution. The integration of AR, the rise of 3D printing, and improvements in color management and workflow automation are reshaping the industry.

As the digital printing market continues to evolve, it will be essential for businesses to stay ahead of the curve, embrace sustainability, and address the challenges inherent to the industry. Those that can successfully navigate these trends and challenges will be well-positioned to thrive in this dynamic and ever-expanding global market. The future of digital printing is a canvas of endless possibilities, awaiting the next wave of innovation and growth.

## Segmental Insights

### Application Insights

The packaging industry sees vast scope for implementing digital printing. Different packaging methods and technologies to cater to varying product demands for specific types of branding deploy different printing technologies. Some packaging industries include cartons, labels, metal packaging, rigid plastic packaging, corrugated packaging, and flexible packaging. Packaging Segment Expected to Witness Significant Growth. Folding cartons, flexible packaging, and label printing are the three packaging applications that require printing and cutting, with folding cartons adding a few more processes to the file preparation (structural CAD files) and finishing (die-cutting, folding, gluing).

With a rise in the digital delivery of information, Digital printers have been observed to be imbibing digital technologies to enhance packaging print quality. Quick response (QR) codes have become a basic/mainstreamed print on Application packaging to be scanned with a smartphone for additional display of data, such as Application info and promotional content.

Additionally, the demand for printing from packaging and labels for pharmaceuticals, tobacco products, and alcoholic beverages is expected to increase, as the companies must comply with dynamic government regulations and protect against counterfeiting.

## Regional Insights

Asia Pacific plays a significant role in the global Digital Printing market. The packaging industry sees vast scope for implementing digital printing. Different packaging methods and technologies to cater to varying product demands for specific types of branding deploy different printing technologies. Some packaging industries include cartons, labels, metal packaging, rigid plastic packaging, corrugated packaging, and flexible packaging. Corrugated boxes and display making have been at the forefront of digital in

the converting sectors. Digital printing can replace the litho or flexo for either pre-print or post-print production, although each requires different configurations. The past decade witnessed the advancement in high-speed single-pass inkjet presses with robust sheet feeders for much higher throughputs than flatbeds could ever manage, which could handle thousands of sheets per hour. One advantage of large inkjets is that they can be much larger than even the largest litho press. Boxes for the most prominent retail goods, such as big televisions, lawnmowers, and so on, might need two or more litho sheets to be laminated to cover the whole area. However, a prominent digital press can do it in one. Vendors are increasing their production capacity by investing in the digital press to remain competitive in the market studied. For instance, in April 2022, corrugated converting business Complete Design & Packaging (CDP) doubled its investment in the single-pass inkjet digital print technology that has helped make it an industry innovation and growth player. The Concord, N.C.-based company is installing its second ultra-high-speed Nozomi direct-to-corrugated solution from Electronics For Imaging, Inc.– a new EFI Nozomi 14000 LED digital press.

### Key Market Players

Giesecke Devrient GmbH

De La Rue plc

CCL Industries Inc.

Document Digital Systems, Inc.

Brady Corporation

SICPA Holding SA

Orell F?ssli Holding AG

Digital Printing and Minting Corporation of India Limited (SPMCIL)

Bundesdruckerei GmbH

Royal Mint of Spain

Polska Wytwornia Papierow Wartosciowych S.A. (PWPW)

Goznak

Crane Currency

Report Scope:

In this report, the Global Digital Printing Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Digital Printing Market, By Printing Process :

Electrophotography

Inkjet

Global Digital Printing Market, By Application :

Books

Commercial Printing

Packaging

Labels

Corrugated Packaging

Cartons

Flexible Packaging

Rigid Plastic Packaging

Metal Packaging

Global Digital Printing Market, By Region:

North America



United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Indonesia

Europe

Germany

United Kingdom

France

Russia

Spain

South America

Brazil

Argentina

Middle East & Africa

Saudi Arabia

South Africa

Egypt

UAE

Israel

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Digital Printing Market.

### Available Customizations:

Global Digital Printing Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

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