

Global Digital Printing Packaging Market- Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Printing Ink (Solvent-Based, UV-based, Aqueous, Others), By Printing Technology (Thermal Transfer Printing, Inkjet Printing, Electrophotography & Electrostatic Printing, Others), By Format (Fill Color Printing, Variable Data Printing, Large Format Printing, Others), By Packaging Type (Corrugated, Folding Cartons, Flexible Packaging, Others), By End User Industry (Food & Beverage, Pharmaceutical & Healthcare, Household & Cosmetic Products, Others), By Region and Competition

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Abstracts

Global digital printing packaging market is estimated to grow at an impressive rate through 2028. Digital printing is a method of printing digital-based images directly onto various packaging media substrates. Unlike offset printing, there is no requirement for a printing plate for printing on the substrate. Digital files, such as PDFs or other format files, can be immediately transmitted to a digital printing machine to be printed on various substrates such as paper, canvas, fabric, synthetics, cardboard, and others. Digital printing packaging helps in enhancing the color accuracy and quality of the final printed output compared to traditional printing.

Due to its affordability and faster output, it is highly demanded by the end-user for its

packaging and aesthetic appeal to buy or use that product. Additionally, this is eco-friendly also. Growing trends towards sustainable packaging are expected to drive the demand for digital printing packaging in the forecasted period due to its eco-friendly nature.

Increasing Demand from End Users for Packaging Purposes

Digital printing may assist an organization in providing adequate packaging to attract customers to purchase the product. Packaging is a sometimes-overlooked chance to convey a brand's marketing message or information, which is much more impactful than logos, color palettes, and slogans. Marketing is a method of how the items are packaged and can spread crucial information that conveys a message to the clients when an effective and ecological packaging method is used. Thus, demand for flexible packaging and a rising, increasing interest in ecologically friendly printing have propelled the growth of the digitally printed packaging market. Apart from these, speedy turnaround time, excellent color accuracy, customizable, and affordability, it is highly demanded by the end-user, such as food & beverage, pharmaceutical, consumer goods, and cosmetic products, and others. Thus, it increased demand for the digital printing packaging market.

Printing plays an important role in the food and beverages industries providing accurate data about food conditions. These led to saving many foods and human life by providing data such as date of manufacturing, types of foods, composition, and others. Here, digital packaging helps manufacturers and consumers to print and read detail clearly. All the above factors led to the growing demand for digital printing packaging market products and are expected to drive the market share development worldwide.

Recent Developments

Huge investment made by various players operating in the market has significantly increased the research & development activities in the field of digital printing packaging. This, in turn, is leading to advancements in existing offerings and new product launches, thereby driving the growth of the global digital printing packaging market. In addition, to acquire new customers, organizations are collaborating and acquiring small companies to use their proficiencies and increase market growth & revenue share. Other key developments happening in the market include product launches. Various companies are following the above-mentioned strategies in order to stay competitive and have the edge over other players operating in the market.

In April 2022, CCL Industries Inc. signed an agreement to acquire privately owned Adelbras Indústria e Comércio de Adesivos Ltda. and Amazon Tape Indústria e Comércio de Fitas Adesivas Ltda. This acquisition will help CCL Industries Inc to enter a new market and experience additional operations in Manaus in the Amazon tax-free zone.

In July 2018, Smurfit Kappa Group plc launched innovative products to the grooved industry by developing a range of multi-purpose paper that will be appropriate for both digital and flexographic printers.

Market Segmentation

Global digital printing packaging market is segmented based on printing ink, printing technology, format, packaging type, and end-user industry. Based on printing ink, the market is divided into solvent-based, UV-based, aqueous, and others. Based on printing technology, the market is divided into thermal transfer printing, inkjet printing, electrophotography & electrostatic printing, and others. Based on the format, the market is divided into fill color printing, variable data printing, large format printing, and others. Based on packaging type, the market is divided into fill corrugated, folding cartons, flexible packaging, and others. Based on the end-user industry, the market is divided into food & beverage, pharmaceutical & healthcare, household & cosmetic products, and others.

Market Players

CCL Industries, Inc., Quad/Graphics Inc., DS Smith plc, Smurfit Kappa Group plc, Printpack, Inc., Thimm The Highpack Group, Kronos AG, ePac Holdings, LLC., Nosco Inc., Quantum Print & Packaging Ltd. are some of the major market players in global Digital Printing Packaging market.

Report Scope:

In this report, global digital printing packaging market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

Global Digital Printing Packaging Market, By Printing Ink:

Solvent-Based

UV-based

Aqueous

Others

Global Digital Printing Packaging Market, By Printing Technology:

Thermal Transfer Printing

Inkjet Printing

Electrophotography & Electrostatic Printing

Others

Global Digital Printing Packaging Market, By Printing Format:

Fill Color Printing

Variable Data Printing

Large Format Printing

Others

Global Digital Printing Packaging Market, By Packaging Type:

Corrugated

Folding Cartons

Flexible Packaging

Others

Global Digital Printing Packaging Market, By End User Industry:

Food & Beverage

Pharmaceutical & Healthcare

Household & Cosmetic Products

Others

Global Digital Printing Packaging Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Spain

Italy

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global digital printing packaging market.

Available Customizations:

With the given market data, TechSci 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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