

# **Printers Market- Global Industry Size, Share, Trends, Opportunities, and Forecast 2018-2028 Segmented By Printer Type (Multi-functional and Standalone), By Technology Type (Dot Matrix Printer, Inkjet Printer, LED Printer, Thermal Printer, and Laser Printer), By Printer Interface (Wired and Wireless), By Output Type (Color and Monochrome), By End-User Application (Residential, Commercial, Government, and Others), By Region, Competition**

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## **Abstracts**

Global Printers Market is expected to grow during the forecast period owing to factors such as increasing demand for sustainable printers, growing investments in printers' market, and rising demand from SMEs, etc. For instance, in January 2023, 60% of organisations in Egypt are concerned about energy use of printers, with 61% wanting to reduce energy costs. In line with customer needs, Epson commits to sustainability advantages of Heat-Free inkjet technology and launch new inkjet products to complete its business printer range. Moreover, in December 2021, Print Digital Media has made a significant investment, with the firm investing in equipment which will enable it to print 400,000 sheets per day.

A printer is a hardware output device that is used to generate hard copy and print any document. Printers are one of the most popular computer peripherals and are commonly used to print text and photos. Furthermore, the growing demand for combining mobility and document solutions is driving the printer market growth. Employees that work remotely in a warehouse should be able to print labels by connecting the portable printer with their mobile device.

Work-from-home and remote working acceptance will spur the global printer market expansion. During the pandemic, at least 62% of businesses in all the regions shifted to remote working. The necessary tools had to be given to workers in order to make the transition to a mobile workforce. The demand for printers is mostly driven by industries such as sales, logistics, and retail, which require instant printing of receipts, tokens, tickets, invoices, shipping labels, barcodes, etc. The increasing global internet penetration is also expected to be a major driver of the printer market. It is predicted that there will be 75.58 billion IoT devices (smart gadgets connected to the internet) deployed globally by 2025.

The growing focus of enterprises toward paperless work is challenging the printer market growth. The increased penetration of wireless communications and smart devices has enabled the seamless exchange of information among end-users. These solutions have become increasingly popular among commercial and enterprise end-user segments. For instance, in conference rooms and classrooms, the presence of smart devices such as interactive whiteboards, surface displays, and interactive flat panels have reduced the need for hard copies and printing. To minimize the use of paper, many end-user segments are encouraging paperless solutions and go-green initiatives. All these factors have a negative impact on the revenue growth of the global printer market.

#### Government Initiative: AM Forward initiative

In May 2022, the government of United States launched a new program called Additive Manufacturing Forward (AM Forward). This federal initiative aims to use today's 3D printing technologies to improve supply chain resilience for the US manufacturers. By accelerating adoption of additive manufacturing (AM) across small and medium-sized companies, each of these AM-powered manufacturers will in turn contribute to building resilient supply chains for the U.S.-based domestic manufacturing ecosystem, while also using 3D printing to improve their industrial competitiveness. As a result of this, the demand for printers is expected to witness a robust across the country.

#### Global Printers Market: Trends

The primary trend driving the expansion of the printer market is the integration of cutting-edge security solutions into printers. Network connections are used by businesses for their printing needs. The corporate WAN or other connected networks are used to carry out these printing activities. Some printers include internal data storage as well, which

helps them process print jobs quickly. Unprotected printers, however, can be simple targets for hackers and cybersecurity problems. Cybersecurity problems can include malware installation for remote printer control, DoS attacks, hackers stealing stored documents from a printer's memory, and hackers targeting printers. Since printers can hold important data including customer information, personnel records, and confidential company information, these problems lead to a significant difficulty. Printers have been targets of an increase in cyberattacks. So, businesses are putting more of an emphasis on setting up strong security measures to guarantee the integrity of their printer systems. Advances in printing technology and the possibility of cyberattacks on printers will lead to a rise in the use of cybersecurity tools for portable printers, which will in turn help the worldwide printers market grow over the course of the forecast period.

### Global Printers Market: Drivers

The growing demand from SMEs is causing the printer market to grow dramatically. SMEs have a significant impact on a nation's gross domestic product (GDP). SMEs also contribute significantly to employment in numerous countries, including Germany, China, Japan, and India. As a result, SMEs are essential to a nation's economic growth, particularly in terms of production, employment creation, export contribution, and aiding in the fair distribution of income. One of the crucial office tools for SMEs is a printer because it enables them to print a variety of papers, including invoices, advertisements, and memoranda for use between offices. Small and medium-sized enterprises (SMEs) have different printing needs than major corporations and ordinary home printers. Businesses require an economical printer as well as supplies such as paper and ink or toner cartridges. The majority of SMEs also face space and financial limitations. As a result, SMEs invest primarily in multifunction printing equipment that can meet their company needs at a low cost. As a result, SMEs are projected to experience significant growth in a number of nations, which will aid in the market's growth over the course of the forecast period.

### Global Government Investment in 3D Printing Projects:

Governments all around the world are launching programs and providing financing to educational institutions, research facilities, and research and technology organisations to further study the possibilities offered by 3D printing technology and promote its growth. National programmes have been put in place in the US, UK, and Canada to support university-level 3D printing research, promote technology, and foster the creation of start-ups. Industrialists and governments all around the world are becoming interested in 3D printing as new applications for the technology emerge. For instance,

the UK National Strategy for Additive Manufacturing expects to create 60,000 employments across industries and gross value added (GVA) of USD 3831.31 each year by 2025. The plan shows a comprehensive list of suggestions created by workgroups in charge of particular subjects.

### Global Printers Market: Challenges

The major challenges in the printer industry are digitization trends, declining demand from industries such as banking, advertising, postal services as digital channels have already taken over. Price pressures with declining demand and increasing asset costs also hit the margins of printing businesses. The decline in printing demand is not a result of a drop in demand, but rather a result of firms not modernising to meet new expectations. Industry education may play a significant role in helping SMEs become more digital enterprises in this situation. Moreover, the issue of skyrocketing expenses is another major difficulty the printing sector is currently facing. For the time being at least, it appears that the era of cheap interest rates, low inflation, and supply networks that operate mostly without interruption is ended. Printing has traditionally been a fairly expensive sector of the economy. The development of the global printers market is expected to be hampered by everything from the printing apparatus to the material you print on.

### Market Segments

Global printers market is segmented into printer type, technology type, printer interface, output type, end-user application, and region. Based on printer type, the market is segmented into multi-functional and standalone. Based on technology type, the market is segmented into dot matrix printer, inkjet printer, LED printer, thermal printer, and laser printer. Based on printer interface, the market is segmented into wired and wireless. Based on output type, the market is further bifurcated into color and monochrome. Based on end-user application, the market is segmented into residential, commercial, government, and others. Based on region, the market is segmented into North America, Europe, Asia-Pacific, South America and Middle East & Africa.

### Market Players

Major market players in the Global Printers Market are Hewlett-Packard Enterprise Company, Canon Inc., Brother Industries, Ltd., Seiko Epson Corporation, Kyocera Corporation, Konica Minolta, Inc., Lexmark International, Inc., Ricoh Company, Ltd., Sharp Corporation, and Xerox Holdings Corporation.

## Report Scope:

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

### Printers Market, By printer type:

Multi-functional

Standalone

### Printers Market, By Technology Type:

Dot Matrix Printer

Inkjet Printer

LED Printer

Thermal Printer

Laser Printer

### Printers Market, By Printer Interface:

Wired

Wireless

### Printers Market, By Output Type:

Color

Monochrome

### Printers Market, By End-User Application:

Residential

Commercial

Government

Others

### Printers Market, By Region:

Asia Pacific

China

Japan

South Korea

India

Europe

Germany

France

Italy

Spain

United Kingdom

North America

United States

Mexico

Canada

## South America

Brazil

Argentina

Colombia

## Middle East & Africa

South Africa

UAE

Saudi Arabia

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Global Printers Market.

## Available Customizations:

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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