

# **Printing Machinery Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Printers, Plotters), By Technology (Digital, Lazer, Flexographic, and Rotogravure), By End User (Manufacturing, Packaging, Research), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Printing Machinery Market is projected to expand from USD 24.91 Billion in 2025 to USD 33.36 Billion by 2031, reflecting a CAGR of 4.99%. This industry encompasses a wide variety of capital equipment designed to reproduce text and images on materials such as metal, plastic, and paper using digital, gravure, flexographic, and offset techniques. Market growth is largely sustained by the robust demand for flexible packaging within the global e-commerce sector and the rising need for high-volume commercial printing in developing regions, both of which drive the requirement for high-capacity hardware that supports efficient production schedules.

However, the market faces significant headwinds due to volatile raw material costs and ongoing supply chain instability, which complicate long-term capital planning for manufacturers. According to Acimga, the Italian printing and converting machinery sector achieved a turnover of 3,144 million euros in 2024, marking a growth of 1.7 percent over the previous year. This data indicates that despite confronting economic friction and uncertainty, key global manufacturing hubs continue to display resilience in their operational performance.

## **Market Driver**

The rapid development of the global packaging industry acts as the primary engine for

the printing machinery market, fueled by escalating requirements within the fast-moving consumer goods and e-commerce sectors. Manufacturers are heavily investing in high-speed offset and flexographic presses capable of handling various substrates to accommodate the surging demand for corrugated and flexible packaging. This growth creates a buffer against volatility in commercial printing, leading machinery OEMs to shift their portfolios toward packaging-focused hardware; for instance, Komori Corporation's 'Financial Report 2024' from May 2025 noted a 6.5% rise in consolidated net sales to 111.1 billion yen, a result bolstered by strategic investments in the packaging sector.

Concurrently, the push for eco-friendly and sustainable printing solutions is influencing machinery specifications, driving vendors to develop equipment that utilizes recyclable materials and minimizes waste. Tighter environmental regulations and changing consumer preferences are compelling print service providers to adopt technologies compatible with biodegradable substrates and water-based inks. This trend is highlighted by high material recovery needs; according to the VDMA's April 2025 update, Europe's paper recycling rate hit 79.3% in 2023, requiring advanced machinery to process recycled content. This shift contributes to market stability, as shown by Heidelberger Druckmaschinen AG in November 2025, which reported a 7.6% sales increase to 985 million in the first half of the financial year 2025/2026.

## **Market Challenge**

The global printing machinery market is currently impeded by significant volatility in raw material prices and persistent instability within the supply chain. These economic fluctuations interrupt manufacturing cycles, making it challenging for producers to secure delivery timelines or maintain consistent pricing structures. When the costs of critical inputs like electronic components and steel rise unexpectedly, manufacturers suffer reduced profit margins or are compelled to pass these costs on to clients, frequently causing printing service providers to delay capital investment decisions.

This operational uncertainty directly affects order volumes and overall market activity. According to the VDMA (Verband Deutscher Maschinen- und Anlagenbau), incoming orders for the German machinery and equipment sector—a vital hub for printing technology—fell by 8 percent in real terms in 2024 compared to the previous year. Such statistics suggest that buyers are exercising caution amidst the unpredictable economic climate, where the inability to forecast material availability and costs creates a hesitation that slows the momentum of the wider printing machinery sector.

## Market Trends

The advancement of high-speed industrial inkjet technology is fundamentally transforming production environments by allowing manufacturers to execute high-volume variable data printing with quality comparable to offset methods. This shift is especially prevalent in the corrugated and folding carton sectors, where the demand for rapid changeovers and versioning makes traditional plate-based processes inefficient. Consequently, machinery OEMs are actively expanding their digital portfolios to address this move toward dedicated and hybrid digital production lines; this is quantitatively reflected in Koenig & Bauer's 'Annual Report 2023' from March 2024, which reported a 23.2% revenue increase to \$172.3 million in the Digital & Webfed segment.

Simultaneously, the adoption of automated workflow and finishing processes has become a crucial requirement for print service providers aiming to mitigate severe skilled labor shortages and reduce operational downtime. This trend extends beyond simple mechanization to include fully integrated smart factory ecosystems where machinery shares real-time data to refine job scheduling and predictive maintenance. This push for end-to-end automation and connectivity attracts substantial investment even during periods of economic caution, as evidenced by Bobst Group's 'Annual Report 2023' in February 2024, which cited a record consolidated sales increase of 6.5% to CHF 1.96 billion driven by the delivery of connected and automated technologies.

## Key Market Players

Oce N.V.

Fujifilm Holdings Corporation

Heidelberger Druckmaschinen AG

HP Inc.

Koenig & Bauer AG

Komori Corporation

Apex Machine Company Inc.

Bobst Group SA

## Report Scope

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

### Printing Machinery Market, By Type

Printers

Plotters

### Printing Machinery Market, By Technology

Digital

Lazer

Flexographic

and Rotogravure

### Printing Machinery Market, By End User

Manufacturing

Packaging

Research

### Printing Machinery Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

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 the Global Printing Machinery Market.

### **Available Customizations:**

Global Printing Machinery Market report 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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