

# **Printing Toners Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028**

## **Segmented By Raw Material (Polyester, Styrene-Acrylic, Specialty Polymers, Others), By End User (Printing & Stationary, Packaging, FMCG, Advertising and Branding, Others), By Region and Competition**

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### **Abstracts**

Global Printing Toners Market has valued at USD4.45 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 4.78% through 2028. The demand for printing toners is projected to witness significant growth over the next seven years. This can be attributed to the high-quality printer output achieved after the application of these toners. Additionally, the increasing preference of consumers towards printing toners, driven by their cost-effectiveness and reduced wastage, is expected to further augment the market during the forecast period.

The growing packaging needs in industries such as pharmaceuticals, apparels, electronic gadgets, food, and beverages have also contributed to the rise in folding carton printing, thereby boosting the demand for printing toners. Moreover, the flourishing advertising and branding industries are anticipated to drive the demand for printing toners. The extensive use of printing toners in the production of catalogs, bookmarks, banners, brochures, and manuals is expected to fuel the market growth in the coming years. Furthermore, the increasing demand for multiuse printers with tailored capacities is projected to propel the market over the next seven years. The digitalization of printing processes has led to enhanced efficiency, which is another factor driving the market growth during the forecast period. Additionally, the development of ink formulations is expected to boost the demand for printing toners due to their high-quality performance.

However, it is important to note that printing toners pose certain environmental hazards, and stringent regulations pertaining to environmental protection are anticipated to hamper the market growth in the forecast period. Furthermore, evolving technological applications, paper-saving solutions, and the rise of online transactions are expected to hinder the printing toners market. Long-term exposure to printing toners can have detrimental health effects, such as inhalation problems, which may also hinder market growth over the forecast period.

Overall, the printing toners market is poised for growth in the coming years, driven by various factors such as increasing demand, technological advancements, and the development of innovative formulations. However, it is crucial to address the environmental concerns associated with printing toners and ensure compliance with regulations to ensure sustainable growth in the market.

## Key Market Drivers

### Growing Demand of Printing Toners in Packaging Industry

Printing toners play a crucial role in the packaging industry, where they are used to print labels, instructions, barcodes, and other important information on product packaging. The quality of the print, including its clarity, durability, and resistance to fading or smearing, significantly influences consumer perception of both the product and the brand.

As the global packaging industry continues to expand, driven by factors such as the rapid growth of e-commerce, evolving consumer preferences, and the increasing demand for sustainable packaging solutions, there is a growing need for high-quality printing toners. These toners are expected to deliver efficient and durable prints, meeting the rising demands of the packaging industry.

With advancements in technology and an increase in research and development activities, manufacturers are actively producing printing toners that meet these requirements. This further fuels the demand for high-quality toners in the packaging industry. Furthermore, as packaging becomes more personalized and complex, there is an increasing need for toners capable of delivering high-resolution, multi-colored, and intricate designs. This trend is pushing the boundaries of toner technology and driving the growth of the printing toners market.

Another significant driver demand of the increasing demand for printing toners in the packaging industry is the growing focus on sustainability. As environmental concerns gain prominence, there is a rising demand for eco-friendly toners that have a lower environmental impact. In response to this demand, manufacturers are actively developing sustainable toners, which is expected to further drive the growth of the printing toners market.

### Growing Demand of Printing Toners in FMCG Industry

Printing toners play a crucial role in the FMCG industry, serving as an indispensable tool for printing various elements on product packaging. They are extensively used for printing labels, barcodes, branding elements, and vital product information. The quality of the print produced by these toners holds immense significance as it directly impacts consumer perceptions and influences their purchasing decisions. A clear, durable, and smudge-resistant print can create a positive impression and instill confidence in the product's quality.

As the FMCG sector continues to grow, driven by evolving consumer preferences, advancements in e-commerce, and the increasing demand for sustainable packaging solutions, the need for high-quality printing toners is escalating. Manufacturers are actively investing in research and development activities to develop toners that can deliver exceptional print quality, efficiency, and durability.

Furthermore, the current trend of personalized and intricate product packaging has led to a growing demand for toners capable of producing high-resolution, multi-colored designs. This trend is driving innovation in toner technology, pushing the boundaries of what printing toners can achieve. Consequently, the printing toners market is experiencing significant growth, driven by the increasing demand for advanced and versatile toner solutions.

### Key Market Challenges

#### Volatility in Price of Raw Materials

Raw materials, such as resins, pigments, and additives, are the fundamental building blocks of printing toner manufacturing. These materials play a crucial role in determining the quality and performance of the final product. However, the prices of these raw materials are often subject to market volatility, influenced by various factors such as supply disruptions, pent-up demand, or significant peaks and troughs in the market.

For instance, recent data from June 2022 highlights the significant challenges faced by Canadian manufacturers, as they grapple with a staggering 37% year-over-year increase in raw material prices. Commodities like crude oil and bitumen have experienced substantial price hikes, impacting the overall production costs for printing toner manufacturers. As a result, these cost fluctuations can have a direct impact on the bottom line of manufacturers, potentially affecting their profitability.

It is worth noting that rising and volatile raw material prices are not limited to the printing toner industry alone. They have a pervasive effect across various sectors, impacting every industry. For manufacturers in the printing toner market, these cost increases can result in higher production costs, which, if not managed effectively, may lead to increased product prices. This, in turn, may push consumers towards exploring more affordable alternatives, potentially disrupting the market dynamics.

Furthermore, as the demand for printing toners continues to grow in industries like packaging and fast-moving consumer goods (FMCG), manufacturers face the additional challenge of balancing these cost increases while meeting customer expectations for quality and affordability. Striking the right balance becomes crucial to remain competitive in the market and sustain long-term growth.

In conclusion, the impact of rising and volatile raw material prices in the printing toner industry extends beyond just production costs. It affects the overall competitiveness, profitability, and customer satisfaction of manufacturers. Finding effective strategies to manage these challenges becomes paramount to navigate through the dynamic market landscape successfully.

## Key Market Trends

### Growing Shift Toward Digital Printing

Digital printing, a revolutionary method of reproducing images and text from a digital source directly onto various media, offers a wide array of advantages over traditional printing methods. With its faster turnaround times, digital printing ensures prompt delivery of print materials. Moreover, it significantly reduces costs for short-run print jobs, making it a cost-effective solution for businesses. Additionally, digital printing allows for personalized prints, enabling businesses to cater to the unique preferences of their customers.

The ongoing shift towards digital printing is not only transforming the way we print but also revolutionizing the printing toners market in multiple ways. Firstly, it's driving the demand for high-quality digital printing toners that can produce crystal-clear, vibrant, and long-lasting prints. As businesses increasingly embrace digital printing for their diverse needs, the requirement for these specialized toners is experiencing a remarkable surge.

Secondly, the growing trend towards personalized printing is further propelling the demand for digital printing toners. With the capability to easily customize prints, digital printing empowers businesses to create tailor-made prints for their customers, enhancing customer satisfaction and engagement. This increased emphasis on personalization is fueling the need for toners that can support high-resolution, customized prints with impeccable quality and precision.

### Segmental Insights

#### Raw Material Insights

Based on the category of raw material, the polyester segment emerged as the dominant player in the global market for printing toners in 2022. This is because of its low molecular weight, which allows for easy integration into color toners. These toners have low melt viscosities and display excellent color retention, resulting in rich reproduction and higher toughness. Additionally, its high durability, low-temperature fusing, uniform pigment dispersion, and quick chargeable property have all contributed to the increasing usage of this substance. Its versatility and effectiveness make it a preferred choice for various applications in the industry.

#### End User Insights

The packaging segment is projected to experience rapid growth during the forecast period. This is owing to the continuous growth in retail and food & beverage sales, which has significantly increased the demand for packaging. In addition to that, the rising importance of packaging in terms of product protection, branding, and sustainability has further fueled the need for printing toners. These toners are not only essential for printing labels on various containers used for packaging food and beverage products, but also for electronic devices, medicines, textiles, and tablets, ensuring clear and accurate information is conveyed to consumers.

#### Regional Insights

Asia Pacific emerged as the dominant player in the Global Printing Toners Market in 2022, holding the largest market share in terms of value. This is primarily due to the rapid industrialization that has taken place in recent years, leading to an exponential growth in manufacturing and production. As a result, there has been a significant increase in consumer spending across various sectors, ranging from electronics and automobiles to fashion and home goods. This surge in demand for end-use products has fueled economic growth and created new opportunities for businesses to thrive in this evolving landscape.

### Key Market Players

Xerox Corporation

IMEX Co.

Samsung Chemical USA Inc

ACM Technologies Inc

Astra Med Inc

Canon Inc

Colart International Holdings Ltd

American Toner Serve Corp

INX International Ink Co

Absolute Printing Equipment Service Inc

### Report Scope:

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

Global Printing Toners Market, By Raw Material:

Polyester

Styrene-Acrylic

Specialty Polymers

Others

Global Printing Toners Market, By End User:

Printing & Stationary

Packaging

FMCG

Advertising and Branding

Others

Global Printing Toners 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

Kuwait

Turkey

Egypt

## Competitive Landscape



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

Available Customizations:

Global Printing Toners 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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