

Asia Pacific Digital Printing Packaging Market Forecast to 2028 - COVID-19 Impact and Regional Analysis by Ink Type (Solvent-based, UV-based, Aqueous, and Others), Packaging Type (Corrugated, Folding Cartons, Flexible Packaging, Labels, and Others), and End-Use Industry (Food and Beverage, Pharmaceuticals, Personal Care and Cosmetics, and Others)

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Abstracts

The Asia Pacific digital printing packaging market is expected to grow from US\$ 8,136.87 million in 2022 to US\$ 12,974.20 million by 2028. It is estimated to grow at a CAGR of 8.1% from 2022 to 2028.

Emergence of Smart Labeling will be Driving the Asia Pacific Digital Printing Packaging Market

The use of digitally printed smart labels has increased in recent years due to rising demands for customized packaging, superior sustainability, and the need to help products stand out. Labels have always been important sources of information. Companies print smart labels on packaging to provide instructions for consumers to ensure proper recycling and reduce wastage in the post-purchase phase, thereby improving the end-life recycling of the packaging. Furthermore, smart labels are essential in the fight against counterfeit goods. Advancements in printing and coding have made these goods attainable. Nowadays, the application of variable data, such as barcodes and QR codes in packaging, is surging. Through the random QR code technology, each product is attached with a unique 'ID card' to realize anti-counterfeiting

traceability and achieve the brand's online and offline two-way connection with consumers. Additionally, with increasing technological advancements, smart labels complementing current labels are expected to provide great benefits in terms of recyclability and giving consumers correct information on the product and its packaging. Therefore, the increasing usage of smart labeling is expected to propel the Asia Pacific digital printing packaging market growth during the forecast period.

Asia Pacific Digital Printing Packaging Market Overview

Australia, China, India, Japan, and South Korea are the key contributors to this region's digital printing packaging market. China, Japan, and India are the major consumers in the Asia Pacific digital printing packaging market due to the high demand for food and beverage products in these countries. The soaring demand for food packaging and high emphasis on packaged foods labels that share information about the product's storage life, composition, and nutritional content of products are the major reasons boosting the digital printing market in Asia Pacific. In 2021, the Prepared Foodstuffs Product Working Group (PFPWG) of the Association of Southeast Asian Nations (ASEAN) issued guidelines for the control systems for food contact materials (FCM), including materials for active and intelligent packaging within the ASEAN member countries. Such regulations are expected to boost the demand for digital printing packaging in Asia Pacific countries. Furthermore, according to the International Finance Corporation (IFC), a member of the World Bank Group, e-commerce in Southeast Asia tripled in size between 2015 and 2020, growing to a value of US\$ 105 billion. Similar trends could lead to another triple value, i.e., US\$ 309 billion, by 2025. Therefore, the growth of the e-commerce industry is expected to boost the Asia Pacific digital printing packaging market expansion.

Asia Pacific digital printing Packaging market Revenue and Forecast to 2028 (US\$ Million)

Asia Pacific Digital Printing Packaging Market Segmentation

The Asia Pacific digital printing packaging market is segmented into ink type, packaging type, and end-use industry and country.

Based on ink type, the Asia Pacific digital printing packaging market is segmented into solvent-based, UV-based, aqueous, and others. In 2022, the solvent-based segment registered a largest share in the Asia Pacific digital printing packaging market.

Based on packaging type, the Asia Pacific digital printing packaging market is segmented into corrugated, folding cartons, flexible packaging, labels, and others. In 2022, the corrugated segment registered a largest share in the Asia Pacific digital printing packaging market.

Based on end-use industry, the Asia Pacific digital printing packaging market is segmented into food and beverage, pharmaceuticals, personal care and cosmetics, and others. In 2022, the food and beverage segment registered a largest share in the Asia Pacific digital printing packaging market.

Based on country, the Asia Pacific digital printing packaging market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. In 2022, China segment registered a largest share in the Asia Pacific digital printing packaging market.

DS Smith Plc; DuPont de Nemours Inc; HP Inc; Mondi Plc; Quad/Graphics Inc; Weber Packaging Solutions Inc; Xeikon BV; and Xerox Holdings Corp are the leading companies operating in the Asia Pacific digital printing packaging market.

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