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Asia Pacific Print Management Software Market Forecast to 2031 – Regional Analysis – by Deployment (Cloud and On-Premise), Enterprise Size (Large Enterprises and Small & Medium Enterprises), and Industry (BFSI, Healthcare, IT & Telecom, Retail, and Other Industries)

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Abstracts

The Asia Pacific print management software market was valued at US$ 549.33 million in 2023 and is expected to reach US$ 2,295.90 million by 2031; it is estimated to register a CAGR of 19.6% from 2023 to 2031 .

Sustainability and Eco-Friendly Printing Boost Asia Pacific Print Management Software Market

Print management is crucial for businesses to reduce paper waste and safeguard the environment. Sustainability is expected to have a significant impact on profit centers, stakeholder management, and market share by 2024, according to Printerlogic. As sustainability gains importance, print management software will integrate more features to support environmentally responsible printing. The features may include:

• Eco-mode printing: Introducing new settings for reducing energy consumption.

• Carbon footprint tracking: Tools that allow organizations to measure and reduce their carbon footprint.

• Paperless initiatives: Integrating with document management systems to promote paperless workflows.

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Organizations are increasingly implementing various green initiatives to ensure cost savings and reduce the environmental impact of their operations. As part of these initiatives, many organizations have begun working toward reducing the unnecessary use of paper in work environments as a simple, straightforward, and efficient way to achieve more far-reaching sustainability objectives and goals. Thus, initiatives of organizations toward sustainability and eco-friendly printing hold a great opportunity for the print management software market.

Asia Pacific Print Management Software Market Overview

Asia Pacific has a robust IT infrastructure and access to strong software and service offerings. A huge population, growing internet penetration, and rising smartphone and tablet adoption are supporting the growth of the e-commerce industry. Further, several supermarket chains have installed self-service kiosks at checkout counters with an optimistic objective of obtaining improved results due to reduced waiting times. The need for innovation, agility, flexibility and speedy business processes increases the demand for SaaS-based solutions, as these vendors provide solutions that help derive margins with lower operating costs. These factors are contributing to the growth of the software print management market in Asia Pacific. Print management software in this region continues to rise as it helps facilitate secure print release. In addition, key regional players, such as Canon Inc., HP Inc., and Xerox Corporation, are providing huge security solutions to manage confidential documents to unauthorized audiences and keep the company's information safe. Enhanced printing performance and reduced printing cost are among other factors driving the demand for print management software in the region.

Print management market players in Asia Pacific are adopting organic and inorganic growth strategies and launching new products. In April 2023, Canon UK launched a new cloud-based color management software that enables commercial and in-house printers to measure and validate color across Canon and non-Canon CMYK inkjet and toner printers over multiple locations. This new, fully embedded product is the first solution in the market that is compliant with the latest IT trend of serverless and edge computing. Likewise, increasing merger and acquisition activities are also expected to contribute to the market boom during the forecast period.

Asia Pacific Print Management Software Market Revenue and Forecast to 2031 (US$ Million)

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Asia Pacific Print Management Software Market Segmentation

The Asia Pacific print management software market is categorized into deployment, enterprise size, industry, and country.

Based on deployment, the Asia Pacific print management software market is bifurcated into cloud and on-premise. The cloud segment held a larger market share in 2023.

Based on enterprise size, the Asia Pacific print management software market is bifurcated into large enterprises and small & medium enterprises. The large enterprises segment held a larger market share in 2023.

Based on industry, the Asia Pacific print management software market is segmented into BFSI, healthcare, IT & telecom, retail, and other industries. The other industries segment held the largest market share in 2023.

By country, the Asia Pacific print management software market is segmented into China, Japan, India, South Korea, Australia, and the Rest of Asia Pacific. China dominated the Asia Pacific print management software market share in 2023.

Canon Inc; ePaper Ltd; HP Inc; PaperCut Software International Pty Ltd; PrinterLogic; Process Fusion; ThinPrint GmbH; Tungsten Automation Corporation; and Xerox Holdings Corp are some of the leading companies operating in the Asia Pacific print management software market.

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