

Asia Pacific Printed Signage Materials Market Forecast to 2028 - COVID-19 Impact and Regional Analysis By Material (Paper and Paperboard, Plastic, Metal, and Others); Application (Posters, PoP Displays, Backlit Displays, Billboards' Banners, Flags and Backdrops, Vehicle/Fleet Graphics, and Others); and End-Use Industry (BFSI, Retail, Transportation and Logistics, Healthcare, Sports and Entertainment, and Others)

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Abstracts

The Asia Pacific printed signage materials market is expected to grow from US\$ 13,998.87 million in 2022 to US\$ 18,546.89 million by 2028. It is estimated to grow at a CAGR of 4.8% from 2022 to 2028.

Rising Focus on Using Eco-Friendly Printed Signage will be Drive Asia Pacific Printed Signage Materials Market

The use of printed signage materials has increased in recent years due to rising competitive advertisement strategies. While manufacturing plastic signage, manufacturers use harmful chemicals and toxic glues that can be absorbed directly into soil and water when discarded and harm the environment. Recyclable printed signage offers more sustainable production and reproduction processes than nonrecyclable printed signage. Materials such as aluminum and plastic can be recycled to reduce environmental damage. Various manufacturers of printed signage materials are coming forward with innovative products to reduce environmental pollution. Fire-rated B1 material is ideal for information signage used in high-traffic areas such as retail spaces,

airports, car showrooms, and museums where the point of sale is required. Therefore, the demand for eco-friendly printed signage is increasing with rising concerns about environmental pollution. Thus, the growing focus on using eco-friendly signage is expected to propel the growth of the Asia Pacific printed signage materials market during the forecast period.

Asia Pacific Printed Signage Materials Market Overview

In Asia Pacific, local and regional industries highly rely on printed signboards for advertising and marketing their brands. Key industries that require signage in considerable numbers to promote their offerings include entertainment, manufacturing, logistics, and retail. In addition, lower maintenance costs of signage and high efficiency associated with this marketing method, along with rapid urbanization in developing countries such as India and China, accelerate the growth of the Asia Pacific printed signage materials market in the region. The use of printed signage within premises would further help companies or businesses to gain more profits from their operations by promoting their brands. This helps them increase consumer awareness about new product launches, resulting in increased revenue and profit generation due to high viewership. Furthermore, various companies in the Asia Pacific printed signage materials market in Asia Pacific are launching new products to provide customers with broader selection options with advanced and sophisticated designs. This strategy helps new entrants create significant market opportunities for themselves. For instance, in April 2021, Colorje launched the SoniQ I signage printer to expand its signage printer lineup. The SoniQ I is a low-investment, high-value product that offers flexible printing at high speeds, allowing PSPs to maximize their business potential. It provides quality prints at a speed of 1,232 sq ft/hr. SoniQ I is ideal for, both, indoor and outdoor applications. The printer is designed, developed, and manufactured in India to meet global standards and certifications.

Asia Pacific Printed Signage Materials Market Revenue and Forecast to 2028 (US\$ Million)

Asia Pacific Printed Signage Materials Market Segmentation

The Asia Pacific printed signage materials market is segmented into material, application, end-use industry, and country.

Based on material, the Asia Pacific printed signage materials market is segmented into paper and paperboard, plastic, metal, and others. In 2022, the plastic segment

registered a largest share in the Asia Pacific printed signage materials market.

Based on application, the Asia Pacific printed signage materials market is segmented into posters, pop displays, backlit displays, billboards' banners, flags and backdrops, vehicle/fleet graphics, and others. In 2022, the posters segment registered a largest share in the Asia Pacific printed signage materials market.

Based on end-use industry, the Asia Pacific printed signage materials market is segmented into BFSI, retail, transportation and logistics, healthcare, sports and entertainment, and others. In 2022, the retail segment registered a largest share in the Asia Pacific printed signage materials market.

Based on country, the Asia Pacific printed signage materials 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 printed signage materials market.

3A Composites GmbH; Avery Dennison Corp; IGEPA group GmbH & Co KG; Lintec Europe (UK) Ltd; ORAFOL Europe GmbH; Spandex AG; and Thyssenkrupp Materials Services GmbH are the leading companies operating in the Asia Pacific printed signage materials market.

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