

# **Asia Pacific Printing Machinery and Equipment Market to 2030 – Regional Analysis – by Operation (Manual and Automatic), Product Type (Offset lithography, Flexography, Screen, Digital, and Others), Substrate Type (Plastic, Paper & Paperboard, Metal, and Others), and End Use (Commercial, Publication, and Others)**

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## **Abstracts**

The Asia Pacific printing machinery and equipment market is expected to grow from US\$ 23,375.97 million in 2023 to US\$ 55,668.58 million by 2030. It is estimated to grow at a CAGR of 13.2% from 2023 to 2030.

**Increasing Adoption of Advanced Technology for Eco-Friendly Printing Process Fuels Asia Pacific Printing Machinery and Equipment Market**

Modern printing machinery incorporates technologies such as UV LED curing systems, which consume less energy and emit less heat compared to traditional drying methods involving UV curing. Energy-efficient equipment reduces the carbon footprint of the printing process and lowers energy costs for businesses. In May 2022, Fujifilm announced the product launch of its Activ Hybrid LED UV curing system. LED UV curing technology is known for its energy efficiency compared to traditional UV curing methods. LED lamps consume less energy, have a longer lifespan, and generate less heat. By incorporating LED technology into the curing system, Fujifilm's Activ Hybrid aims to reduce energy consumption and lower operational costs for converters.

Further, Direct to Fabric (DTF) printing is gaining popularity in the printing industry due to its environmental friendliness and efficiency compared to traditional screen-printing methods. DTF printing utilizes eco-friendly, water-based inks free from harmful

chemicals and volatile organic compounds. These inks are non-toxic and environmentally safe, reducing potential health risks for workers and minimizing air pollution during the printing process. As a result, players in the printing machinery and equipment market are focusing on such eco-friendly processes. In February 2023, Mimaki announced its entry into the DTF printing market for textile and apparel applications with the launch of its first DTF printer, the “TxF150-75,” along with the introduction of the heat transfer pigment ink for DTF. Thus, the increasing demand for eco-friendly printing processes positively influences the growth of the printing machinery and equipment market.

### Asia Pacific Printing Machinery and Equipment Market Overview

The printing machinery and equipment market in APAC is segmented into South Korea, India, China, Japan, Australia, Indonesia, Singapore, Malaysia, Thailand, and the Rest of APAC. The region comprises various growing economies such as India, China, Indonesia, and the Philippines. Further, low labor costs, low taxes and duties, and strong business ecosystems are attracting global players in the printing industry to expand their manufacturing facilities or establish a new facility across the region. Further, the rising industrialization, urbanization, increasing disposable incomes, and growing literacy rates are driving the demand for printed products, thus fueling the need for printing machinery and equipment across different countries. Despite the digitalization of content, the publishing and commercial printing sectors continue to play a significant role in the Asia Pacific region. Printing machinery and equipment are used for printing books, magazines, brochures, promotional materials, and other commercial print products. The growth in demand for such products across the region is driving the demand for printing machinery and related products across different countries of the Asia Pacific region. Further, five of the top ten fastest growing print markets across the world are existing across the Asia Pacific region. The countries include Indonesia, Vietnam, India, China, and Thailand. Such factors are likely to provide new opportunities for the printing machinery and equipment market vendors across the region. Furthermore, the growth in number of commercial enterprises is also catalyzing the growth of different types of printer products across the region which is another major factor supporting large number of deployments of printer products across the region.

Asia Pacific Printing Machinery and Equipment Market Revenue and Forecast to 2030  
(US\$ Million)

Asia Pacific Printing Machinery and Equipment Market Segmentation

The Asia Pacific printing machinery and equipment market is segmented into operation type, product type, substrate type, end user, and country.

Based on operation type, the Asia Pacific printing machinery and equipment market is segmented into manual and automatic. The automatic segment held a larger Asia Pacific printing machinery and equipment market share in 2023.

Based on product type, the Asia Pacific printing machinery and equipment market is segmented into offset lithography, flexography, screen, digital, and others. The digital segment held the largest Asia Pacific printing machinery and equipment market share in 2023.

Based on substrate type, the Asia Pacific printing machinery and equipment market is segmented into plastic, paper and paperboard, metal, and others. The paper and paperboard segment held the largest Asia Pacific printing machinery and equipment market share in 2023.

Based on end use, the Asia Pacific printing machinery and equipment market is segmented into commercial, publication and others. The publication segment held the largest Asia Pacific printing machinery and equipment market share in 2023.

Based on country, the Asia Pacific printing machinery and equipment market is segmented into South Korea, India, China, Japan, Australia, Indonesia, Singapore, Malaysia, Thailand, and the Rest of Asia Pacific. China dominated the Asia Pacific printing machinery and equipment market in 2023.

3D Systems Corp, Canon Inc, Honeywell International Inc, HP Inc, Komori Corp, Manroland Goss Web Systems GmbH, Toshiba Corp, Xerox Holdings Corp, and Zebra Technologies Corp. are some of the leading companies operating in the Asia Pacific printing machinery and equipment market.

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