

Digital Printing Packaging Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Ink Type (Solvent-based, UV-based, Water-based, and Others), Packaging Type (Corrugated Packaging, Rigid Packaging, Flexible Packaging, Labels and Stickers, and Others), Printing Technology (Inkjet Printing, Electrophotography, Thermal Printing, and Others), and End-Use Industry [Food and Beverages (Dairy Products, Beverages, Confectionery, and Others), Pharmaceuticals, Personal Care and Cosmetics, Electronics, and Others]

<https://marketpublishers.com/r/D03FA8711B3FEN.html>

Date: November 2025

Pages: 463

Price: US\$ 4,450.00 (Single User License)

ID: D03FA8711B3FEN

Abstracts

The digital printing packaging market size was valued at US\$ 22.47 billion in 2024 and is expected to reach US\$ 41.58 billion by 2031; it is estimated to register a CAGR of 9.2% from 2025 to 2031.

The digital printing packaging market is rapidly evolving, driven primarily by the growing need for customization and personalization in product packaging. This technology enables brands to create unique designs and variable data prints that resonate deeply with consumers, enhancing brand engagement and loyalty. Digital printing simplifies the production process by eliminating the need for printing plates, which reduces setup time and enables quick turnaround for short and medium runs. This agility is particularly beneficial for industries like food & beverage, personal care, pharmaceuticals, and e-

commerce, where fast market response and visual appeal are critical. Furthermore, the market is witnessing advancements in ink and printing technologies, supporting sustainable and smart packaging solutions. These innovations allow for enhanced brand differentiation alongside eco-friendly practices, meeting consumer demand for both aesthetics and sustainability. The combination of faster production cycles, design flexibility, and sustainability focus collectively propels the market's growth worldwide.

By ink type, the market is segmented into solvent-based, UV-based, water-based, and others. The solvent-based segment accounted for the largest digital printing packaging market share in 2024, because of its high adhesion, strength, and compatibility with diverse substrates such as plastic, foil, and films. Solvent-based inks are composed of pigment and resin (binder), which form a solid component of the ink, and solvent as a carrier agent. The solvent-based ink is sprayed on a substrate during the digital printing process, which leads to the evaporation of the solvent, leaving behind a dry layer of ink. Solvent-based inks are relatively inexpensive. It has a wide range of digital print applications on varied substrates such as foils, films, and hard plastics, including BOPP (Biaxially Oriented Polypropylene), PVC (Polyvinyl Chloride), PET (Polyethylene Terephthalate), Polyethylene, Polypropylene, glossy boxes or cardboard, metals, and other high-density polyethylene materials. Solvent-based ink provides durability on BOPP and other substrates, including PE, PET, aluminum foil, and PVC. Moreover, many digital print providers in the Global market adhere to international and domestic regulations for packaging printing. It has encouraged ink manufacturers to formulate compliant products to meet customer demand.

Asia Pacific dominated the digital printing packaging market share in terms of revenue in 2024. 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 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 are the major reasons boosting the digital printing market in the Asia Pacific. The Prepared Foodstuffs Product Working Group (PFPWG) of the Association of Southeast Asian Nations (ASEAN) issued general guidelines on 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 the Asia Pacific countries.

Some of the key players operating in the global digital printing packaging market include

Sealed Air Corp, The Boxmaker Inc, Traco Packaging, Quad/Graphics, Inc, Blue Label Packaging Company, HP Inc, Huhtamaki Oyj, DuPont de Nemours Inc, DS Smith Plc, Weber Packaging Solutions Inc, Industria Termoplastica Pavese S.p.A, Smurfit Kappa Group Plc, Stora Enso Oyj, CJSC Uniflex, and Mondi Plc. Players operating in the digital printing packaging market focus on providing high-quality products to fulfill customer demand. Also, they are focusing on launching new and high-quality products for their customers.

The overall global digital printing packaging market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the digital printing packaging market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the digital printing packaging market.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players and segments in the global digital printing packaging market.

Highlights key business priorities in order to assist companies to realign their business strategies

The key findings and recommendations highlight crucial progressive industry trends in the global digital printing packaging market, thereby allowing players across the value chain to develop effective long-term strategies

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets

Scrutinize in-depth global digital printing packaging market trends and outlook coupled with the factors driving the market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that

underpin commercial interest with respect to client products, segmentation, pricing and distribution

The List of Companies - Digital Printing Packaging Market

Sealed Air Corp

The Boxmaker Inc

Traco Packaging

Quad/Graphics, Inc

Blue Label Packaging Company

HP Inc

Huhtamaki Oyj

DuPont de Nemours Inc

DS Smith Plc

Weber Packaging Solutions Inc

Industria Termoplastica Pavese S.p.A

Smurfit Kappa Group Plc

Stora Enso Oyj

CJSC Uniflex

Mondi Plc

WestRock Company

CCL Industries Inc

Amcor Plc

Coveris Holdings S.A

Constantia Flexibles Group GmbH

International Paper Company

Avery Dennison Corporation

UPM-Kymmene Corporation

Sonoco Products Company

Landa Digital Printing

R.R. Donnelley & Sons Company

Tetra Pak International S.A

Ball Corporation

Flexcon Company Inc

Neopac The Tube

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