

# **Europe 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 Europe printing machinery and equipment market is expected to grow from US\$ 17,531.08 million in 2023 to US\$ 39,113.55 million by 2030. It is estimated to grow at a CAGR of 12.1% from 2023 to 2030.

### **Growing Packaging Industry Fuels Europe Printing Machinery and Equipment Market**

Effective packaging plays a vital role in branding and marketing strategies. Companies increasingly invest in high-quality and visually appealing packaging designs to differentiate their products and attract consumers. Printing machinery and equipment enable manufacturers to print vibrant colors, intricate designs, and logos on packaging materials, meeting the branding needs of companies. In April 2023, SIG's investment in the RotaJET 168 Digital Printing Machine by Koenig & Bauer demonstrated the growing significance of digital printing technology in the packaging industry, particularly for aseptic carton packs. This investment enables SIG to offer more personalized and visually appealing packaging solutions to its customers, catering to the increasing demand for customization.

The packaging industry experiences robust growth due to rising consumer demand for packaged goods across various sectors, such as food & beverages, pharmaceuticals, cosmetics, and consumer goods. As a result, there is a higher requirement for printing

machinery and equipment to produce attractive and informative packaging materials. Thus, the expanding packaging industry is driving the growth of the printing machinery and equipment market.

## Europe Printing Machinery and Equipment Market Overview

Europe is segmented into France, Germany, Italy, UK, Russia, Belgium, Netherlands, Sweden, Switzerland, and the Rest of Europe. Western Europe is a highly developed region, hosting several different types of businesses. Europe has a well-established manufacturing industry that utilizes cutting-edge technology. Additionally, Europe is one of the prominent automobile producers in the world. The automobile industry is witnessing an upward growth trend, owing to the presence of global leaders in the automobile industry, such as Volkswagen AG, Stellantis NV, Mercedes-Benz Group AG, Bayerische Motoren Werke AG, and Renault SA. The presence of various leading automobile manufacturers is also contributing to fierce competition in this region. As a result, these players are focusing on delivering high-quality products at high volumes with very little room for error. 3D printing is extensively used for rapid prototyping in the automobile sector. It allows designers and engineers to quickly create physical prototypes of new vehicle components, allowing for faster design iterations and reducing the time and cost associated with traditional manufacturing methods. Thus, the growing automobile industry in Europe is expected to offer promising growth opportunities for the printing machinery and equipment market.

## Europe Printing Machinery and Equipment Market Revenue and Forecast to 2030 (US\$ Million)

### Europe Printing Machinery and Equipment Market Segmentation

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

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

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

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

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

Based on country, the Europe printing machinery and equipment market is segmented into Germany, France, Italy, the UK, Russia, Sweden, Belgium, Netherland, Switzerland, and the Rest of Europe. Germany dominated the Europe printing machinery and equipment market in 2023.

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

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