

Middle East & Africa Digital Printing Packaging Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Ink Type (Solvent-based, UV-based, Aqueous, and Others), Packaging Type (Corrugated, Folding Cartons, Flexible Packaging, Labels, and Others), and End-Use Industry (Food and Beverage, Pharmaceuticals, Personal Care and Cosmetics, and Others)

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Abstracts

The Middle East & Africa digital printing packaging market is expected to grow from US\$ 369.63 million in 2022 to US\$ 546.16 million by 2028. It is estimated to grow at a CAGR of 6.7% from 2022 to 2028.

Emergence of Smart Labelling will be Driving the Middle East & Africa Digital Printing Packaging Market

The use of digitally printed smart labels has increased in recent years due to rising demands for customized packaging, superior sustainability, and the need to help products stand out. Labels have always been important sources of information. Companies print smart labels on packaging to provide instructions for consumers to ensure proper recycling and reduce wastage in the post-purchase phase, thereby improving the end-life recycling of the packaging. Furthermore, smart labels are essential in the fight against counterfeit goods. Advancements in printing and coding have made these goods attainable. Nowadays, the application of variable data, such as barcodes and QR codes in packaging, is surging. Through the random QR code technology, each product is attached with a unique 'ID card' to realize anti-counterfeiting

traceability and achieve the brand's online and offline two-way connection with consumers. Additionally, with increasing technological advancements, smart labels complementing current labels are expected to provide great benefits in terms of recyclability and giving consumers correct information on the product and its packaging. Therefore, the increasing usage of smart labeling is expected to propel the Middle East & Africa digital printing packaging market growth during the forecast period.

Middle East & Africa Digital Printing Packaging Market Overview

The Middle East & Africa digital printing packaging market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. In the Middle East & Africa, the Middle East & Africa digital printing packaging market has been experiencing remarkable growth due to the rapid development in the packaging industry. Strong economic growth in countries across the region is creating a platform for the development and expansion of the market in the region. Increasing investment in industries other than oil & gas, the pharmaceuticals and food & beverage sectors have developed strong presence in the region. Saudi Arabia's Ministry of Industry and Mineral Resources investment in the food products industry amounted to US\$ 23 billion, i.e., ~8% of the total volume of investments in the industrial sector. Furthermore, the growing population in the Middle East & African countries such as Saudi Arabia and South Africa led to the demand for pharmaceutical and food products, which is the primary driver of the Middle East & Africa digital printing packaging market. According to the National Industrial Development Center, the Saudi Arabian pharma market has grown by almost 5% CAGR to reach US\$ 8.2 billion in size in 2018. The Saudi Arabian pharmaceutical market is expected to grow at a 5% rate each year until 2025 to reach US\$ 10 billion. The contribution of Saudi Arabian to the Middle East and North African region is expected to increase and reach 30% by 2025. In addition, rapid technological advancements are creating a cost-effective manufacturing process, creating market opportunities for digital printing packaging.

Middle East & Africa digital printing Packaging market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Digital Printing Packaging Market Segmentation

The Middle East & Africa digital printing packaging market is segmented into ink type, packaging type, and end-use industry and country.

Based on ink type, the Middle East & Africa digital printing packaging market is

segmented into solvent-based, UV-based, aqueous, and others. In 2022, the solvent-based segment registered a largest share in the Middle East & Africa digital printing packaging market.

Based on packaging type, the Middle East & Africa digital printing packaging market is segmented into corrugated, folding cartons, flexible packaging, labels, and others. In 2022, the corrugated segment registered a largest share in the Middle East & Africa digital printing packaging market.

Based on end-use industry, the Middle East & Africa digital printing packaging market is segmented into food and beverage, pharmaceuticals, personal care and cosmetics, and others. In 2022, the food and beverage segment registered a largest share in the Middle East & Africa digital printing packaging market.

Based on country, the Middle East & Africa digital printing packaging market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. In 2022, the Rest of Middle East & Africa segment registered a largest share in the Middle East & Africa digital printing Packaging market.

DS Smith Plc; DuPont de Nemours Inc; HP Inc; Mondi Plc; Xeikon BV; and Xerox Holdings Corp are the leading companies operating in the Middle East & Africa digital printing packaging market.

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