

# **North America 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 North America digital printing packaging market is expected to grow from US\$ 6,089.84 million in 2022 to US\$ 10,651.80 million by 2028. It is estimated to grow at a CAGR of 9.8% from 2022 to 2028.

### **Technological Advancements in Digital Printing is Driving the North America Digital Printing Packaging Market**

In the field of packaging, printing, and labeling, technological developments are rising rapidly. Digital printing offers packaging personalization, production flexibility, and saves packaging time to market. Due to various equipment improvements and technological developments, brand owners and packaging converters are preferring digital printing. Innovation in digital printing offers solutions for companies to reduce production duration from months to days. Technological advancements in digital printing packaging also help in branding and marketing. Direct prints on packaging provide a unique look to the products. Digital printing packaging is prominently used in various industries, including food & beverages, pharmaceuticals, and personal care & cosmetics. Owing to significant technological developments in inkjet and electrophotography technologies,

digital printing is emerging as one of the cost-effective and easily accessible methods for printing. Digital printing packaging is majorly used to pack food and beverage products. For food and beverages and other consumer goods companies, the digital printing technology provides high-quality packaging with the benefits of personalization, fast turnaround, reduced waste, and on-the-fly modification to pack designs. In the pharmaceuticals & cannabis sector, manufacturers are increasingly turning to digital printing to accommodate demands for localized packaging, legally required variable data, and quick & frequent changeover. Equipment advancements have made it possible to digitally print various packaging materials and formats, including food wrappers, aluminum beverage cans, and metalized-film pouches. Thus, increasing technological advancements in the digital printing packaging sector are driving the North America digital printing packaging market growth.

## North America Digital Printing Packaging Market Overview

North America is one of the most developed regions in the world in almost all industries, including food, automobile, construction, manufacturing, infrastructure, and technology. Due to its highly diversified industrial market, the countries such as the US and Canada dominate the North American region's economy. North America's food & beverage and e-commerce industries have seen significant development, as these industries are end users of labeling and packaging. According to the US Department of Commerce, in 2021, total e-commerce sales in the US reached US\$ 959.5 billion, an 18.3% year-over-year increase from US\$ 811.6 billion in 2020. In addition, the US government implemented the roadmap to reduce US food waste by 20% through different approaches such as the diversion of food-to-food banks, education and outreach, and efforts to standardize date markings on food labels. Smart packaging is typically equipped with QR, RFID, and NFC technologies. Therefore, the increasing usage of smart labeling is expected to propel the growth of the North American digital printing packaging market during the forecast period.

North America digital printing Packaging market Revenue and Forecast to 2028 (US\$ Million)

## North America Digital Printing Packaging Market Segmentation

The North America digital printing packaging market is segmented into ink type, packaging type, and end-use industry and country.

Based on ink type, the North America 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 North America digital printing packaging market.

Based on packaging type, the North America 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 North America digital printing packaging market.

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

Based on country, the North America digital printing packaging market is segmented into the US, Canada, and Mexico. In 2022, the US segment registered a largest share in the North America digital printing Packaging market.

DS Smith Plc; DuPont de Nemours Inc; HP Inc; Mondi Plc; Quad/Graphics Inc; Weber Packaging Solutions Inc; Xeikon BV; and Xerox Holdings Corp are the leading companies operating in the North America digital printing packaging market.

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