

North America Digital Production Inkjet Printing Market Forecast to 2030 - Regional Analysis - by Type (Monochrome and Color), Production Method (Cut Sheet, Continuous Feed, Sheet-Fed, and Web-Based), and Application (Transactional, Publishing, Advertising, and Others)

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Abstracts

The North America digital production inkjet printing market was valued at US\$ 1,595.58 million in 2022 and is expected to reach US\$ 2,274.51 million by 2030; it is estimated to grow at a CAGR of 4.5% from 2022 to 2030.

Growing Availability of Cut-sheet and Continuous-feed Inkjet Presses Fuel the North America Digital Production Inkjet Printing Market

With the rise in demand for high-quality, personalized printing, the use of inkjet presses is increasing. Inkjet presses can print high-quality images and text and can also be used to print variable data, making them ideal for personalized printing applications.

Commercial printing, including marketing material to point-of-purchase posters, business cards, and flyers, also embraces commercial production inkjet printing. Most commercial printers are interested in cut-sheet inkjet presses since that format adheres to the process they own and know. A few applications with constant formats and huge volumes prefer continuous-feed inkjet to improve productivity. Further, I.T. Strategies has discovered that commercial printing and direct mail are converging due to the versatility of commercial printers and the ability to print numerous applications on a single press. New continuous-feed and cut-sheet inkjet presses are approximately 30% more productive than previous generations and can print on a broader range of substrates. This feature has been particularly important in commercial and direct mail printing applications. These devices also offer businesses more flexibility and choice in their printing needs. Thus, the growing availability of cut-sheet and continuous-feed

inkjet presses drives the digital production inkjet printing market.

North America Digital Production Inkjet Printing Market Overview

The North America digital production inkjet printing market is segmented into the US, Canada, and Mexico. Printing, advertising, and publishing are a few industries that use inkjet printing technology, which employs the inexpensive direct deposition manufacturing technique. Due to its vast application and cost-effectiveness, several companies across North America are deploying digital production inkjet printing. For instance, in February 2023, PSM (Producciones Signal?ticas Mexicanas), a printing company in Mexico, employs Agfa inkjet printers to increase production and save up to 50% on ink while meeting the needs of its retail, department store, and supermarket customers.

North America Digital Production Inkjet Printing Market Revenue and Forecast to 2030 (US\$ Million)

North America Digital Production Inkjet Printing Market Segmentation

The North America digital production inkjet printing market is segmented based on type, production method, application, and country. Based on type, the North America digital production inkjet printing market is bifurcated into monochrome and color. The color segment held a larger market share in 2022.

Based on production method, the North America digital production inkjet printing market is segmented into cut sheet, continuous feed, sheet-fed, and web-based. The continuous feed segment held the largest market share in 2022.

Based on application, the North America digital production inkjet printing market is segmented into transactional, publishing, advertising, and others. The advertising segment held the largest market share in 2022.

Based on country, the North America digital production inkjet printing market is segmented into the US, Canada, and Mexico. The US dominated the North America digital production inkjet printing market share in 2022.

Canon Inc, Eastman Kodak Co, FUJIFILM Business Innovation Singapore Pte Ltd, Hewlett-Packard Development Co LP, Ricoh USA Inc, SCREEN GP Americas LLC, and Xerox Holdings Corp are some of the leading companies operating in the North America digital production inkjet printing market.

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