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North America 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 North America printing machinery and equipment market is expected to grow from US$ 30,680.69 million in 2023 to US$ 64,582.83 million by 2030. It is estimated to grow at a CAGR of 11.2% from 2023 to 2030.

Rising Mass Media Industry Fuels North America Printing Machinery and Equipment Market

The growing mass media industry significantly impacts the growth of the printing machinery and equipment market. Despite the rise of digital media, print media publications such as newspapers, magazines, and books continue to play a vital role in the mass media industry. The printing machinery and equipment market benefits from the continuous demand for high-quality printed materials. Publishers require printing machines to produce newspapers, magazines, and books in large quantities to meet mass readership needs. Thus, such projects are generating the need for higher print quality, production speed, and press automation for meeting the demand and supply for newspapers and other publications.

North America Printing Machinery and Equipment Market Overview

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North America includes the US, Canada, and Mexico. According to the National Institute of Standards and Technology (NIST), in 2021, the manufacturing sector in the US was valued at US$ 2.3 trillion and contributed 12.0% of its total GDP. In manufacturing machinery and equipment, the US is the second largest country in the world, whereas, in manufacturing fabricated metal products, the US is a leading manufacturer worldwide. Printing machinery and equipment also find applications in the metal industry, primarily in the field of metal printing and decoration. The textile industry in North America is witnessing an increasing demand for customized and personalized textiles. Consumers seek unique designs and personalized products, which require printing machinery capable of handling customization and short print runs. Digital printing technology, in particular, enables on-demand printing and customization, allowing textile manufacturers to cater to individual preferences and fast-changing fashion trends. Moreover, the textile industry in the US is increasingly focusing on sustainability and eco-friendly practices. Printing machinery that supports sustainable printing processes, such as water-based inks, eco-friendly dyes, and energy-efficient technologies, is in high demand. Textile manufacturers are adopting sustainable printing practices to reduce environmental impact, and printing machinery plays a vital role in enabling these practices. Such factors have been consistently generating the demand for different types of printer systems and is driving the growth of North America printing machinery and equipment market .

North America Printing Machinery and Equipment Market Revenue and Forecast to 2030 (US$ Million)

North America Printing Machinery and Equipment Market Segmentation

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

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

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

Based on substrate type, the North America printing machinery and equipment market

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is segmented into plastic, paper and paperboard, metal, and others. The paper and paperboard segment held the largest North America printing machinery and equipment market share in 2023.

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

Based on country, the North America printing machinery and equipment market is segmented into the US, Canada, and Mexico. The US dominated the North America 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 North America printing machinery and equipment market.

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