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# Printing Machinery and Equipment Market Forecast to 2030 - Global 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 printing machinery and equipment market is projected to reach US$ 181.92 billion by 2030, growing at a CAGR of 11.8% during the forecast period.

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. In November 2022, The South Korean Hankyung Media Group signed a contract with manroland Goss, a leading supplier of offset printing solutions, to acquire two new COLORMAN e:line press lines. The partnership between the Hankyung Media Group and manroland Goss signifies the importance of collaboration between media companies and printing machinery manufacturers. 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.

Web-to-print platforms have gained popularity as they enable customers to customize, and order printed products online. These platforms are integrated with printing machinery and equipment to automate the printing process, reducing human

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intervention and streamlining operations. The growing demand for web-to-print solutions is anticipated to offer lucrative opportunities for printing equipment manufacturers to develop compatible machinery and equipment.

In the Middle East & Africa (MEA), the UAE, Saudi Arabia, Iran, Oman, and Kuwait are among the key countries affected by the COVID-19 pandemic. Most economic operations in the region were suspended due to increased COVID-19 cases in the first two quarters of 2020. Travel restrictions also negatively impacted the process of machinery installation and maintenance. The disruption of the supply chain, less availability of raw materials, and government restrictions caused a negative domino effect on all industries, including the printing machinery and equipment market.

The printing machinery and equipment market in the Middle East & Africa (MEA) is transforming in the post-COVID-19 era. As the region emerges from the pandemic, manufacturing activities are gradually resuming, leading to a recovery in demand for printing machinery and equipment. The region, known for its diverse industries such as textile, packaging, mass media & communication, and machinery, is witnessing a resurgence in economic activities.

Brazil was the worst-hit country in South America (SAM) due to the COVID-19 pandemic, followed by Ecuador, Colombia, and Argentina in 2020. To reduce the spread of the novel coronavirus infection, various economic activities were partially halted in the region. During the pandemic, activities in the printing industry were severely disrupted, which subsequently restrained the printing machinery and equipment market growth in the region. Also, countries of SAM reported a significant decline in printing activities during the COVID-19 pandemic. However, since 2021, economies in SAM have been resuming slowly, and companies in the printing industry have subsequently started their operations. As a result, the printing machinery and equipment market of SAM is recovering significantly.

The effect of the COVID-19 pandemic on the printing machinery and equipment market in the key countries of the South America is mentioned below.

As governments lifted the restrictions in the second half of 2020 in a phased manner, the economic conditions improved gradually, and the demand for printing machinery and equipment started to stabilize and recover. In the long term, end-use industries such as textiles, mass media & communication, and packaging of the printing machinery and equipment market will witness significant growth, leading to a substantial demand for these machines in the future. There is an increasing demand for printing

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machinery and equipment in various industries such as textiles, mass media & communication, and packaging, which would drive the printing machinery and equipment market growth in the coming years.

In the post-COVID-19 pandemic era, manufacturing activities have picked up pace due to the gradual recovery of economies and ease of restrictions. The marketing & advertising, textile, mass media & communication, packaging, and other end-use industries of the printing machinery and equipment market are witnessing a resurgence in demand. The need to meet production targets and fulfill backlogged orders has increased investments in advanced printing machinery and equipment. In addition, automation and digitalization have become crucial to improve efficiency, reduce labor costs, and adapt to the new normal. The impact of the COVID-19 pandemic on the amplifiers and comparators market in major countries of North America is mentioned below.

Bangladesh has one of the well-established textile industries and it is also one of the major exporters for textile products from the country. This is one of the major driving factors for the demand for printing machinery and equipment for textile printing operations across the country. In addition, according to the data published by Bangladesh Bank, the total export revenue of readymade garments in Bangladesh increased from US$ 38,758.31 million in 2021 to US$ 52,082.66 million in 2022.

Xerox Holdings Corporation, manroland Goss, Canon Inc, HP Development Company LP, Presstek, 3D Systems Inc, Komori Corporation, Honeywell International Inc, Toshiba, and Zebra Technologies Corp are a few key printing machinery and equipment market players operating globally.

The printing machinery and equipment market is segmented on the basis of product type, substrate type, operation, and application. Based on product type, the printing machinery and equipment market is further segmented into offset lithography, flexography, screen, digital, and others. Based on substrate type, the printing machinery and equipment market is further segmented into plastic, paper & paperboard, metal, and others. In terms of operation segment, the printing machinery and equipment market is bifurcated into manual and automatic. The printing machinery and equipment market, by application, is sub segmented into commercial, publication, and others.

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