

South & Central 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)

<https://marketpublishers.com/r/SBA690545AA0EN.html>

Date: February 2023

Pages: 137

Price: US\$ 3,000.00 (Single User License)

ID: SBA690545AA0EN

Abstracts

The South & Central America digital printing packaging market is expected to grow from US\$ 684.51 million in 2022 to US\$ 1,182.58 million by 2028. It is estimated to grow at a CAGR of 9.5% from 2022 to 2028.

Rising Demand for Sustainable Packaging is Driving the South & Central America Digital Printing Packaging Market

Sustainable printing is important for reducing the adverse impact of offset printing on the environment. Compared to analogue, or conventional printing, digital printing is a far more sustainable option since it uses less energy, produces less waste, and has a smaller carbon footprint overall. The materials involved in digital print – from the inks to the films – are also sustainable. Further, digital printing packaging uses recycled and renewable products. Process-free plates, including cold press plates, are used to eliminate volatile compounds, expanding the adoption of digital printing. Unlike conventional printing, digital printing does not employ photo chemicals or film plates, eliminating the pre-press phases between the digital document file and the final print. The usage of digital printers does not replace plate, which saves time and costs. In

In addition, digital presses do not create harmful toxic pollutants. Hence, they do not require the ventilation required for offset presses, which reduces their overall energy consumption. Also, as a sustainable printing method, digital presses use a wide range of recycled substrates for printing. The rising demand for sustainable printing and flexible packaging is expected to boost the growth of the South & Central America digital printing packaging market during the forecast period.

South & Central America Digital Printing Packaging Market Overview

The South & Central America digital printing packaging market is sub segmented into Brazil, Argentina, and the Rest of South & Central America. Despite the ongoing surge in COVID-19 cases, South & Central America's digital printing packaging sector seems to be benefiting from a speedy recovery in the region's economy. According to the Brazilian Packaging Association (ABRE), Brazil reached a gross value of US\$ 17.2 billion in packaging's physical production in 2020, a growth of 22.3% over the previous year. Moreover, increasing investments by major food and beverage manufacturers such as Coca-Cola is expected to propel the growth of the South & Central America digital printing packaging market in South & Central America during the forecast period. The rise in investment in R&D activities and technological innovation related to digital printing packaging is also expected to bolster the growth of the South & Central America digital printing packaging market.

South & Central America Digital Printing Packaging Market Revenue and Forecast to 2028 (US\$ Million)

South & Central America Digital Printing Packaging Market Segmentation

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

Based on ink type, the South & Central 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 South & Central America digital printing packaging market.

Based on packaging type, the South & Central 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 South & Central America digital printing packaging market.

Based on end-use industry, the South & Central America 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 South & Central America digital printing packaging market.

Based on country, the South & Central America digital printing packaging market is segmented into Brazil, Argentina, and the Rest of South & Central America. In 2022, Brazil segment registered a largest share in the South & Central America digital printing packaging market.

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

Contents

1. INTRODUCTION

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation
 - 1.3.1 SAM Digital Printing Packaging Market, by Ink Type
 - 1.3.2 SAM Digital Printing Packaging Market, by Packaging Type
 - 1.3.3 SAM Digital Printing Packaging Market, by End-Use Industry
 - 1.3.4 SAM Digital Printing Packaging Market, by Country

2. KEY TAKEAWAYS

3. RESEARCH METHODOLOGY

- 3.1 Scope of the Study
- 3.2 Research Methodology
 - 3.2.1 Data Collection:
 - 3.2.2 Primary Interviews:
 - 3.2.3 Hypothesis formulation:
 - 3.2.4 Macro-economic factor analysis:
 - 3.2.5 Developing base number:
 - 3.2.6 Data Triangulation:
 - 3.2.7 Country level data:

4. SAM DIGITAL PRINTING PACKAGING MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Expert Opinion

5. SAM DIGITAL PRINTING PACKAGING MARKET – KEY MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Increasing Demand from E-Commerce Sector

5.1.2 Technological Advancements in Digital Printing

5.2 Market Restraints

5.2.1 Fluctuation of Raw Material Prices

5.3 Market Opportunities

5.3.1 Rising Demand for Sustainable Packaging

5.4 Future Trends

5.4.1 Emergence of Smart Labelling

5.5 Impact Analysis

6. DIGITAL PRINTING PACKAGING – SAM MARKET ANALYSIS

6.1 SAM Digital Printing Packaging Market –Volume and Forecast to 2028 (Million A4 Prints)

6.2 SAM Digital Printing Packaging Market –Revenue and Forecast to 2028 (US\$ Million)

7. SAM DIGITAL PRINTING PACKAGING MARKET ANALYSIS – BY INK TYPE

7.1 Overview

7.2 SAM Digital Printing Packaging Market, By Ink Type (2021 and 2028)

7.3 Solvent-based

7.3.1 Overview

7.3.2 Solvent-based: SAM Digital Printing Packaging Market – Revenue and Forecast to 2028 (US\$ Million)

7.4 UV-based

7.4.1 Overview

7.4.2 UV-based: SAM Digital Printing Packaging Market – Revenue and Forecast to 2028 (US\$ Million)

7.5 Aqueous

7.5.1 Overview

7.5.2 Aqueous: SAM Digital Printing Packaging Market – Revenue and Forecast to 2028 (US\$ Million)

7.6 Others

7.6.1 Overview

7.6.2 Others: SAM Digital Printing Packaging Market – Revenue and Forecast to 2028 (US\$ Million)

8. SAM DIGITAL PRINTING PACKAGING MARKET ANALYSIS – BY PACKAGING TYPE

8.1 Overview

8.2 SAM Digital Printing Packaging Market, By Packaging Type (2021 and 2028)

8.3 Corrugated

8.3.1 Overview

8.3.2 Corrugated: SAM Digital Printing Packaging Market – Volume and Forecast to 2028 (Million A4 Prints)

8.3.3 Corrugated: SAM Digital Printing Packaging Market – Revenue and Forecast to 2028 (US\$ Million)

8.4 Folding Cartons

8.4.1 Overview

8.4.2 Folding Cartons: SAM Digital Printing Packaging Market – Volume and Forecast to 2028 (Million A4 Prints)

8.4.3 Folding Cartons: SAM Digital Printing Packaging Market – Revenue and Forecast to 2028 (US\$ Million)

8.5 Flexible Packaging

8.5.1 Overview

8.5.2 Flexible Packaging: SAM Digital Printing Packaging Market – Volume and Forecast to 2028 (Million A4 Prints)

8.5.3 Flexible Packaging: SAM Digital Printing Packaging Market – Revenue and Forecast to 2028 (US\$ Million)

8.6 Labels

8.6.1 Overview

8.6.2 Labels: SAM Digital Printing Packaging Market – Volume and Forecast to 2028 (Million A4 Prints)

8.6.3 Labels: SAM Digital Printing Packaging Market – Revenue and Forecast to 2028 (US\$ Million)

8.7 Others

8.7.1 Overview

8.7.2 Others: SAM Digital Printing Packaging Market – Volume and Forecast to 2028 (Million A4 Prints)

8.7.3 Others: SAM Digital Printing Packaging Market – Revenue and Forecast to 2028 (US\$ Million)

9. SAM DIGITAL PRINTING PACKAGING MARKET ANALYSIS – BY END-USE INDUSTRY

9.1 Overview

9.2 SAM Digital Printing Packaging Market, By End-Use Industry (2021 and 2028)

9.3 Food and Beverage

9.3.1 Overview

9.3.2 Food and Beverage: SAM Digital Printing Packaging Market – Revenue and Forecast to 2028 (US\$ Million)

9.4 Pharmaceuticals

9.4.1 Overview

9.4.2 Pharmaceuticals: SAM Digital Printing Packaging Market – Revenue and Forecast to 2028 (US\$ Million)

9.5 Personal Care and Cosmetics

9.5.1 Overview

9.5.2 Personal Care and Cosmetics: SAM Digital Printing Packaging Market – Revenue and Forecast to 2028 (US\$ Million)

9.6 Others

9.6.1 Overview

9.6.2 Others: SAM Digital Printing Packaging Market – Revenue and Forecast to 2028 (US\$ Million)

10. SAM DIGITAL PRINTING PACKAGING MARKET – COUNTRY ANALYSIS

10.1 Overview

10.1.1 South & Central America: Digital Printing Packaging Market, by Key Country

10.1.1.1 Brazil: Digital Printing Packaging Market–Volume and Forecast to 2028 (Million A4 Prints)

10.1.1.2 Brazil: Digital Printing Packaging Market–Revenue and Forecast to 2028 (US\$ Million)

10.1.1.2.1 Brazil: Digital Printing Packaging Market, by Ink Type

10.1.1.2.2 Brazil: Digital Printing Packaging Market, by Packaging Type

10.1.1.2.3 Brazil: Digital Printing Packaging Market, by Packaging Type

10.1.1.2.4 Brazil: Digital Printing Packaging Market, by End-Use Industry

10.1.1.3 Argentina: Digital Printing Packaging Market–Volume and Forecast to 2028 (Million A4 Prints)

10.1.1.4 Argentina: Digital Printing Packaging Market–Revenue and Forecast to 2028 (US\$ Million)

10.1.1.4.1 Argentina: Digital Printing Packaging Market, by Ink Type

10.1.1.4.2 Argentina: Digital Printing Packaging Market, by Packaging Type

10.1.1.4.3 Argentina: Digital Printing Packaging Market, by Packaging Type

- 10.1.1.4.4 Argentina: Digital Printing Packaging Market, by End-Use Industry
- 10.1.1.5 Rest of SAM: Digital Printing Packaging Market–Volume and Forecast to 2028 (Million A4 Prints)
- 10.1.1.6 Rest of SAM: Digital Printing Packaging Market–Revenue and Forecast to 2028 (US\$ Million)
 - 10.1.1.6.1 Rest of SAM: Digital Printing Packaging Market, by Ink Type
 - 10.1.1.6.2 Rest of SAM: Digital Printing Packaging Market, by Packaging Type
 - 10.1.1.6.3 Rest of SAM: Digital Printing Packaging Market, by Packaging Type
 - 10.1.1.6.4 Rest of South & Central America: Digital Printing Packaging Market, by End-Use Industry

11. INDUSTRY LANDSCAPE

- 11.1 Overview
- 11.2 Market Initiative
- 11.3 New Product Development
- 11.4 Merger and Acquisition

12. COMPANY PROFILES

- 12.1 HP Inc
 - 12.1.1 Key Facts
 - 12.1.2 Business Description
 - 12.1.3 Products and Services
 - 12.1.4 Financial Overview
 - 12.1.5 SWOT Analysis
 - 12.1.6 Key Developments
- 12.2 Xerox Holdings Corp
 - 12.2.1 Key Facts
 - 12.2.2 Business Description
 - 12.2.3 Products and Services
 - 12.2.4 Financial Overview
 - 12.2.5 SWOT Analysis
 - 12.2.6 Key Developments
- 12.3 Mondi Plc
 - 12.3.1 Key Facts
 - 12.3.2 Business Description
 - 12.3.3 Products and Services
 - 12.3.4 Financial Overview

- 12.3.5 SWOT Analysis
- 12.3.6 Key Developments
- 12.4 DuPont de Nemours Inc
 - 12.4.1 Key Facts
 - 12.4.2 Business Description
 - 12.4.3 Products and Services
 - 12.4.4 Financial Overview
 - 12.4.5 SWOT Analysis
 - 12.4.6 Key Developments
- 12.5 Quad/Graphics Inc
 - 12.5.1 Key Facts
 - 12.5.2 Business Description
 - 12.5.3 Products and Services
 - 12.5.4 Financial Overview
 - 12.5.5 SWOT Analysis
 - 12.5.6 Key Developments
- 12.6 Xeikon BV
 - 12.6.1 Key Facts
 - 12.6.2 Business Description
 - 12.6.3 Products and Services
 - 12.6.4 Financial Overview
 - 12.6.5 SWOT Analysis
 - 12.6.6 Key Developments
- 12.7 DS Smith Plc
 - 12.7.1 Key Facts
 - 12.7.2 Business Description
 - 12.7.3 Products and Services
 - 12.7.4 Financial Overview
 - 12.7.5 SWOT Analysis
 - 12.7.6 Key Developments

List Of Tables

LIST OF TABLES

Table 1. SAM Digital Printing Packaging Market –Volume and Forecast to 2028 (Million A4 Prints)

Table 2. SAM Digital Printing Packaging Market –Revenue and Forecast to 2028 (US\$ Million)

Table 3. Brazil Digital Printing Packaging Market, by Ink Type – Revenue and Forecast to 2028 (US\$ Million)

Table 4. Brazil Digital Printing Packaging Market, by Packaging Type – Volume and Forecast to 2028 (Million A4 Prints)

Table 5. Brazil Digital Printing Packaging Market, by Packaging Type – Revenue and Forecast to 2028 (US\$ Million)

Table 6. Brazil Digital Printing Packaging Market, by End-Use Industry – Revenue and Forecast to 2028 (US\$ Million)

Table 7. Argentina Digital Printing Packaging Market, by Ink Type – Revenue and Forecast to 2028 (US\$ Million)

Table 8. Argentina Digital Printing Packaging Market, by Packaging Type – Volume and Forecast to 2028 (Million A4 Prints)

Table 9. Argentina Digital Printing Packaging Market, by Packaging Type – Revenue and Forecast to 2028 (US\$ Million)

Table 10. Argentina Digital Printing Packaging Market, by End-Use Industry – Revenue and Forecast to 2028 (US\$ Million)

Table 11. Rest of SAM Digital Printing Packaging Market, by Ink Type – Revenue and Forecast to 2028 (US\$ Million)

Table 12. Rest of SAM Digital Printing Packaging Market, by Packaging Type – Volume and Forecast to 2028 (Million A4 Prints)

Table 13. Rest of SAM Digital Printing Packaging Market, by Packaging Type – Revenue and Forecast to 2028 (US\$ Million)

Table 14. Rest of South & Central America Digital Printing Packaging Market, by End-Use Industry – Revenue and Forecast to 2028 (US\$ Million)

List Of Figures

LIST OF FIGURES

- Figure 1. SAM Digital Printing Packaging Market Segmentation
- Figure 2. SAM Digital Printing Packaging Market Segmentation – By Country
- Figure 3. SAM Digital Printing Packaging Market Overview
- Figure 4. SAM Digital Printing Packaging Market, By Ink Type
- Figure 5. SAM Digital Printing Packaging Market, by Country
- Figure 6. Porter's Five Forces Analysis
- Figure 7. Expert Opinion
- Figure 8. SAM Digital Printing Packaging Market Impact Analysis of Drivers and Restraints
- Figure 9. SAM Digital Printing Packaging Market – Volume and Forecast to 2028 (Million A4 Prints)
- Figure 10. SAM Digital Printing Packaging Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 11. SAM Digital Printing Packaging Market Revenue Share, By Ink Type (2021 and 2028)
- Figure 12. Solvent-based: SAM Digital Printing Packaging Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 13. UV-based: SAM Digital Printing Packaging Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 14. Aqueous: SAM Digital Printing Packaging Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 15. Others: SAM Digital Printing Packaging Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 16. SAM Digital Printing Packaging Market Revenue Share, By Packaging Type (2021 and 2028)
- Figure 17. Corrugated: SAM Digital Printing Packaging Market – Volume and Forecast To 2028 (Million A4 Prints)
- Figure 18. Corrugated: SAM Digital Printing Packaging Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 19. Folding Cartons: SAM Digital Printing Packaging Market – Volume and Forecast To 2028 (Million A4 Prints)
- Figure 20. Folding Cartons: SAM Digital Printing Packaging Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 21. Flexible Packaging: SAM Digital Printing Packaging Market – Volume and Forecast To 2028 (Million A4 Prints)
- Figure 22. Flexible Packaging: SAM Digital Printing Packaging Market – Revenue and

Forecast To 2028 (US\$ Million)

Figure 23. Labels: SAM Digital Printing Packaging Market – Volume and Forecast To 2028 (Million A4 Prints)

Figure 24. Labels: SAM Digital Printing Packaging Market – Revenue and Forecast To 2028 (US\$ Million)

Figure 25. Others: SAM Digital Printing Packaging Market – Volume and Forecast To 2028 (Million A4 Prints)

Figure 26. Others: SAM Digital Printing Packaging Market – Revenue and Forecast To 2028 (US\$ Million)

Figure 27. SAM Digital Printing Packaging Market Revenue Share, By End-Use Industry (2021 and 2028)

Figure 28. Food and Beverage: SAM Digital Printing Packaging Market – Revenue and Forecast To 2028 (US\$ Million)

Figure 29. Pharmaceuticals: SAM Digital Printing Packaging Market – Revenue and Forecast To 2028 (US\$ Million)

Figure 30. Personal Care and Cosmetics: SAM Digital Printing Packaging Market – Revenue and Forecast To 2028 (US\$ Million)

Figure 31. Others: SAM Digital Printing Packaging Market – Revenue and Forecast To 2028 (US\$ Million)

Figure 32. South & Central America: Digital Printing Packaging Market, by Key Country— Revenue (2021) (US\$ Million)

Figure 33. South & Central America: Digital Printing Packaging Market Revenue Share, by Key Country (2021 and 2028)

Figure 34. Brazil: Digital Printing Packaging Market—Volume and Forecast to 2028 (Million A4 Prints)

Figure 35. Brazil: Digital Printing Packaging Market—Revenue and Forecast to 2028 (US\$ Million)

Figure 36. Argentina: Digital Printing Packaging Market—Volume and Forecast to 2028 (Million A4 Prints)

Figure 37. Argentina: Digital Printing Packaging Market—Revenue and Forecast to 2028 (US\$ Million)

Figure 38. Rest of SAM: Digital Printing Packaging Market—Volume and Forecast to 2028 (Million A4 Prints)

Figure 39. Rest of SAM: Digital Printing Packaging Market—Revenue and Forecast to 2028 (US\$ Million)

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