

South & Central America Industrial Inkjet Printers Market Forecast to 2031 - Regional Analysis - by Type (Continuous Inkjet and Drop on Demand Inkjet) and Industry (Food & Beverages, Pharmaceutical, Cosmetic & Personal Care, Electronics & Semiconductors, Textiles, Automotive, Advertisement & Publishing, and Others)

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Abstracts

The South & Central America industrial inkjet printers market was valued at US\$ 231.52 million in 2023 and is expected to reach US\$ 325.44 million by 2031; it is estimated to register a CAGR of 4.3% from 2023 to 2031.

Growing Demand for Multifunctional Inkjet Printers Fuels South & Central America Industrial Inkjet Printers Market

Multifunctional inkjet printers offer features such as printing, scanning, copying, and faxing, making them an attractive option in industrial settings. In sectors such as packaging, textiles, and electronics, multifunctional inkjet printers integrate printing with scanning or labeling tasks, which reduces the need for separate machines. For instance, in September 2024, Mimaki announced the launch of four new versatile inkjet printers for the signage, textile, and industrial printing sectors. These solutions offer enhanced performance, particularly in terms of print speed and quality, while meeting the needs of professionals seeking to diversify their activities.

Multifunctional inkjet printers enable manufacturers to quickly adapt to custom designs, varying print materials, and different ink types. This flexibility is essential in industries that rely heavily on branding and personalization, such as food and beverage packaging

and promotional products. For example, the use of custom product labeling has proliferated in the food and beverages industry, where companies want to personalize packaging for seasonal promotions or limited editions. Multifunctional inkjet printers can easily switch between different label designs and materials, which reduces setup times and costs.

Several companies are launching new multifunctional inkjet printers, offering various benefits. For instance, in November 2023, Canon announced the launch of the new imagePROGRAF TM Series, comprising imagePROGRAF TM-5240, TM-5350, TM-5250, TM-5340, TM-5255, and TM-5355 models. The new line-up provides an extensive array of single-function and multifunction inkjet printers tailored to meet a wide spectrum of large format printing requirements, delivering vibrant prints and high speed, making it an ideal choice for copy shops, corporate offices, photo studio segment, site engineering offices, and print shops. Therefore, the increasing demand for multifunctional inkjet printers fuels the growth of the South & Central America industrial inkjet printers market .

South & Central America Industrial Inkjet Printers Market Overview

According to ABIA (Brazilian Food Industry Association), food and beverages is one of the significant industries. To cater to the packaging and labeling requirements in the food and beverages industry, the global market players are expanding their businesses in Brazil, which further contributes to the industrial inkjet printer market in Brazil. For example, in June 2024, Germany's LEIBINGER and valued partners Qualijet launched the groundbreaking IQJET in Brazil. LEIBINGER, a global leader in coding and marking technology, expanded its business to cater to the food and beverages industry in Brazil. The awareness regarding the benefits of industrial inkjet printers, such as quality and reliability, drives the adoption of these printers in industries such as automobile, electronics, and retail.

South & Central America Industrial Inkjet Printers Market Revenue and Forecast to 2031 (US\$ Million)

South & Central America Industrial Inkjet Printers Market Segmentation

The South & Central America industrial inkjet printers market is categorized into type, industry, and country.

By type, the South & Central America industrial inkjet printers market is bifurcated into

continuous inkjet and drop on demand inkjet. The drop on demand inkjet segment held a larger share of the South & Central America industrial inkjet printers market share in 2023.

In terms of industry, the South & Central America industrial inkjet printers market is segmented into food & beverages, pharmaceutical, cosmetic & personal care, electronics & semiconductors, textiles, automotive, advertisement & publishing, and others. The food & beverages segment held the largest share of the South & Central America industrial inkjet printers market share in 2023.

Based on country, the South & Central America industrial inkjet printers market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil segment held the largest share of South & Central America industrial inkjet printers market in 2023.

Brother Industries Ltd; Canon Inc; CTC Japan Inc; Docod Precision Group Limited; FUJIFILM Holdings America Corporation; Hitachi Industrial Equipment & Solutions America, LLC; HP Development Company L.P; Industrial Inkjet Ltd.; InkJet, Inc; KYOCERA Corporation; Lexmark International Inc; Linx Printing Technologies; Markem-Imaje; Pannier Corporation; REA Elektronik GmbH; Seiko Epson Corp; Squid Ink Manufacturing; Videojet Technologies Inc; Weber Marking Systems GmbH; and Xerox Corporation are some of the leading companies operating in the South & Central America industrial inkjet printers market.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the South & Central America industrial inkjet printers market.

Highlights key business priorities to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the South & Central America industrial inkjet printers market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth South & Central America market trends and outlook coupled with the factors driving the South & Central America industrial inkjet printers market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

The List of Companies - South & Central America Industrial Inkjet Printers Market

Brother Industries Ltd

Canon Inc

CTC Japan Inc

Docod Precision Group Limited

FUJIFILM Holdings America Corporation

Hitachi Industrial Equipment & Solutions America, LLC

HP Development Company L.P

Industrial Inkjet Ltd.

InkJet, Inc

KYOCERA Corporation

Lexmark International Inc

Linx Printing Technologies

Markem-Imaje

Pannier Corporation

REA Elektronik GmbH

Seiko Epson Corp

Squid Ink Manufacturing

Videojet Technologies Inc

Weber Marking Systems GmbH

Xerox Corporation

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