

Global Printing Equipment Market: Industry Analysis & Outlook (2017-2021)

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Abstracts

Printing in today's world has allowed people to share large amount of information quickly. The invention of printing press is considered to be very significant, which drastically changed evolving economies. The printed material from printing presses is put to use by its end users in various categories, broadly classified under commercial, publishing, advertising, packaging, and security.

Offset printing is considered to be a key process, which is further classified under two segments i.e. sheetfed and web offset, digital and flexo. Amongst these, the most cost-effective process is offset, but digital printing is gaining the maximum momentum. Large online retailers are also heading towards digital printing as per their convenience.

The global printing equipment market is mature in the developed nations, but holds huge amount of opportunities in the developing regions especially in countries like India, China and Indonesia. The printing market has a great scope of innovation. The growth factors of the market include digital print, robust growth in Asia, increase in packaging printing demand, and growing education levels.

The global market has high opportunities to grow via technological push along with other major trends like rising productivity, consolidation among printers, and growing scope of 3D printing. However, the market growth will be hindered by high cost structure, migration to digital media and sensitive pricing environment.

The report offers an in-depth analysis of the global printing market along with printing equipment market. The top notch players in the market exhibit a very close competition. The report profiles Koenig & Bauer, Heidelberger Druckmaschinen AG, KOMORI Corporation, and Ryobi Group.

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