Packaging Printing Market by Ink Type, Printing Technology, Material and Application - Trends and Forecasts to 2020

Description: The global market for packaging printing witnessed a rapid growth in 2013, and is projected to grow at a CAGR of 6.26% during the review period, that is, from 2015 to 2020, to reach USD 587.19 Billion by 2020. Asia-Pacific dominated the market with a share of 37% in 2014; this market is driven by increasing competition, consumer awareness, rising consumer spending, demand for aesthetic appeal of packaging, and sustainable printing. The Asia-Pacific region is projected to become the fastest-growing market for printing packaging.

The packaging printing market in the Asia-Pacific region is projected to grow at the highest CAGR from 2015 to 2020, in terms of volume. The rising middle-class population of the region, high disposable incomes, and demand for sustainable printing methods along with the growing packaging industry, are driving the growth of the packaging printing market.

This report estimates the market size of the global packaging printing market in terms of value (USD billion). In this report, the market is segmented based on product type, material, application, and region. Market drivers, restraints, challenges, raw materials, and product price trends are discussed in detail. Market share, by participant, for the overall market is also discussed in detail. The global packaging printing market has grown exponentially in the last few years and this trend is expected to continue.

Scope of the Report

This research study categorizes the global packaging printing market based on printing ink, packaging material, printing technology, application, and region:

On the basis of printing ink, the packaging printing market has been segmented as follows:
- Water Based Ink
- UV Curable Ink
- Others (solvent-based)

On the basis of packaging material, the packaging printing market has been segmented as follows:
- Paper & Paperboard
- Flexible plastic
- Rigid Plastic
- Glass
- Metal
- Others (wood and textile)

On the basis of printing technology, the packaging printing market has been segmented as follows:
- Flexography
- Rotogravure
- Offset
- Digital
- Others (screen, three-dimensional, and lithography)

On the basis of application, the packaging printing market has been segmented as follows:
- Cosmetics & Toiletries
- Food & Beverages
- Healthcare
- Others (adhesives & sealants, industrial & household goods, and consumer goods)

On the basis of region, the packaging printing market has been segmented as follows:
1 Introduction
1.1 Objectives of the Study
1.2 Market Definition
1.3 Study Scope
  1.3.1 Geographic Scope
  1.3.2 Periodization Considered for the Packaging Printing Market
1.4 Currency Considered for the Packaging Printing Market
1.5 Package Size
1.6 Limitations
1.7 Stakeholders

2 Research Methodology
2.1 Research Data
  2.1.1 Secondary Data
    2.1.1.1 Key Data From Secondary Sources
  2.1.2 Primary Data
    2.1.2.1 Key Data From Primary Sources
    2.1.2.2 Key Industry Insights
    2.1.2.2.1 Breakdown of Primaries - By Company Type, Designation & Region
2.2 Factor Analysis
  2.2.1 Introduction
  2.2.2 Overview of the Parent Industry
  2.2.3 Key Segments in the Packaging Industry
  2.2.4 Demand-Side Analysis
    2.2.4.1 Rising Population
    2.2.4.1.1 Increase in Middle-Class Population, 2009-2030
    2.2.4.2 Increasing Urban Population
    2.2.4.3 Developing Economies, GDP (Purchasing Power Parity), 2013
  2.2.5 Supply-Side Analysis
    2.2.5.1 Regulations
    2.2.5.2 Research & Development
    2.2.5.3 Printing Equipment and Technologies
2.3 Market Size Estimation
2.4 Market Breakdown and Data Triangulation
2.5 Market Share Estimation
2.6 Research Assumptions and Limitations
  2.6.1 Limitations of the Research Study

3 Executive Summary
3.1 Demand for Sustainable & Innovative Printing Technologies to Drive the Packaging Printing Market
3.2 Evolution of Packaging Printing
3.3 Packaging Printing Market
3.4 Flexography Printing Market Accounted for Major Share of Packaging Printing Market in 2014
3.5 The Market in China is Projected to Grow at the Highest Rate

4 Premium Insights
4.1 Attractive Opportunities in the Packaging Printing Market
4.2 China Captured the Largest Market Share in the Asia-Pacific Packaging Printing Market in 2015
4.3 Asia-Pacific Dominated the Global Packaging Printing Market in 2015 in Terms of Value
4.4 Packaging Printing Market, By Application, 2015 vs. 2020
4.5 Packaging Printing Market: Developed vs. Emerging Markets
4.6 Flexography Printing Emerged as the Largest Segment in the Packaging Printing Market, 2015 to 2020
4.7 Asia-Pacific Packaging Printing Market to Grow at the Highest Rate in 2015
4.8 Packaging Printing Market Life Cycle Analysis, By Region

5 Market Overview
5.1 Introduction
5.2 the Evolution of Packaging Printing
5.3 Market Segmentation
  5.3.1 Packaging Printing Market, By Printing Technology
    5.3.1.1 Flexography
    5.3.1.2 Rotogravure
    5.3.1.3 Offset
    5.3.1.4 Digital
    5.3.1.5 Others
  5.3.2 Packaging Printing Market, By Packaging Material
    5.3.2.1 Paper & Paperboard
    5.3.2.2 Flexible Plastic
    5.3.2.3 Rigid Plastic
    5.3.2.4 Metal
    5.3.2.5 Glass
    5.3.2.6 Others
  5.3.3 Packaging Printing Market, By Printing Ink
    5.3.3.1 Water-Based Inks
    5.3.3.2 Uv-Based Inks
  5.3.4 Packaging Printing Market, By Application
    5.3.4.1 Food & Beverages
    5.3.4.2 Healthcare
    5.3.4.3 Cosmetics & Oral Care
5.4 Market Dynamics
  5.4.1 Drivers
    5.4.1.1 Growing Demand for Digital Printing
    5.4.1.2 Demand for Sustainable Printing
    5.4.1.3 Growing Demand for Aesthetic Appeal and Innovative Printing
  5.4.2 Restraints
    5.4.2.1 Initial Capital Investment Required
  5.4.3 Opportunities
    5.4.3.1 Radio Frequency Identification (RFID) in Packaging
    5.4.3.2 Technological Advancements in Printing Industry
  5.4.4 Challenges
    5.4.4.1 Demand for High-Quality Printing at Low Cost
    5.4.4.2 Packaging and Printing Regulations

6 Industry Trends
  6.1 Introduction
  6.2 Value Chain Analysis
  6.3 Supply Chain Analysis
    6.3.1 Prominent Companies
    6.3.2 Small & Medium Enterprises
  6.4 Industry Trends
  6.5 Porter’s Five Forces Analysis
    6.5.1 Threat of New Entrants
    6.5.2 Threat of Substitutes
    6.5.3 Bargaining Power of Suppliers
    6.5.4 Bargaining Power of Buyers
    6.5.5 Intensity of Competitive Rivalry

7 Packaging Printing Market, By Printing Ink Type
  7.1 Introduction
    7.1.1 Water-Based Ink Accounted for the Largest Share in the Packaging Printing Market
  7.2 Water-Based Ink
    7.2.1 Water-Based Ink in Packaging Printing Market, By Printing Technology
      7.2.1.1 Flexography Printing Dominated the Water-Based Ink Market in 2014
  7.3 Uv-Curable Ink
    7.3.1 Uv-Curable Ink in Packaging Printing Market Size, By Printing Technology
      7.3.1.1 Digital Printing to Grow at the Highest Rate in 2014
  7.4 Other Printing Inks
    7.4.1 Other Printing Inks in Packaging Printing Market Size, By Printing Technology
8 Packaging Printing Market, By Printing Technology
  8.1 Introduction
  8.2 Flexography
    8.2.1 Flexography Market, By Packaging Material
      8.2.1.1 Paper & Paperboard Packaging Dominated the Flexographic Printing Market in 2014
    8.2.2 Flexography Market, By Application
      8.2.2.1 Rising Demand for Labeling of Products to Drive the Food & Beverages Segment
    8.2.3 Flexography Market, By Region
      8.2.3.1 Flexographic Printing Projected to Witness Fastest Growth in the Asia-Pacific Region in 2014
  8.3 Rotogravure Printing
    8.3.1 Rotogravure Printing Market, By Packaging Material
      8.3.1.1 Demand for Quality Prints at Lower Prices Driving the Market for Rotogravure Printing
    8.3.2 Rotogravure Printing Market, By Application
      8.3.2.1 Rising Demand for Counterfeit Prevention to Drive the Rotogravure Printing Market
    8.3.3 Rotogravure Printing Market, By Region
      8.3.3.1 North America Projected to Grow at the Second-Highest CAGR in 2014
  8.4 Offset Printing
    8.4.1 Offset Printing Market, By Packaging Material
      8.4.1.1 Demand for Consistent Quality Prints to Drive the Market for Offset Printing
    8.4.2 Offset Printing Market, By Application
      8.4.2.1 Increasing Spending on Personal Care Products to Drive the Cosmetics & Toiletries Segment in 2014
    8.4.3 Offset Printing Market, By Region
      8.4.3.1 Increasing Demand for Printed Products to Drive Asia-Pacific Packaging Printing Market
  8.5 Digital Printing
    8.5.1 Digital Printing Market, By Packaging Material
      8.5.1.1 Demand for Sustainable Printing to Drive Digital Printing Market
    8.5.2 Digital Printing Market, By Application
      8.5.2.1 Demand for Sustainable Printing Driving the Digital Printing Market in the Food & Beverages Segment
    8.5.3 Digital Printing Market, By Region
      8.5.3.1 Demand for Economical Printing Techniques to Drive the Digital Printing Market in Asia-Pacific
  8.6 Other Printing Technologies
    8.6.1 Other Printing Technologies Market, By Packaging Material
    8.6.2 Other Printing Technologies Market, By Application

9 Packaging Printing Market, By Packaging Material
  9.1 Introduction
  9.2 Paper & Paperboard Packaging
    9.2.1 Printing on Paper & Paperboard Packaging Market, By Application
      9.2.1.1 Paper & Paperboard Accounted for the Largest Share in the Packaging Printing Market
    9.2.2 Printing on Paper & Paperboard Packaging Market, By Printing Technology
      9.2.2.1 Rising Demand for Lightweight Packaging Material to Drive the Paper & Paperboard Segment
    9.2.3 Printing on Paper & Paperboard Packaging Market, By Region
      9.2.3.1 Asia-Pacific Dominated the Market for Paper & Paperboard in 2014
  9.3 Flexible Plastic
    9.3.1 Printing on Flexible Plastic Packaging Market, By Application
      9.3.1.1 Rising Demand for Flexible Packaging to Drive the Flexible Plastic Segment
    9.3.2 Printing on Flexible Plastic Packaging Market, By Printing Technology
      9.3.2.1 Flexography Dominated the Flexible Plastic Packaging Printing Market in 2014
    9.3.3 Printing on Flexible Plastic Packaging Market, By Region
      9.3.3.1 Increasing Disposable Income to Drive the Asia-Pacific Market
  9.4 Rigid Plastic
    9.4.1 Printing on Rigid Plastic Packaging Market, By Application
      9.4.1.1 Rising Demand for Lighter and Cost-Effective Packaging to Drive the Rigid Plastic Packaging
    9.4.2 Printing on Rigid Plastic Packaging Market, By Printing Technology
      9.4.2.1 Demand for Sustainable Printing Technology to Drive the Market for Digital Printing
    9.4.3 Printing on Rigid Plastic Packaging Market, By Region
      9.4.3.1 Asia-Pacific Accounted for the Largest Share in the Rigid Plastic Segment in 2014
9.5 Metal
9.5.1 Printing on Metal Packaging Market, By Application
   9.5.1.1 Metal Packaging Conveys Premium Appearance to the Product
9.5.2 Printing on Metal Packaging Market Size, By Printing Technology
   9.5.2.1 Demand for Innovative Printing to Drive the Market for Digital Printing
9.5.3 Printing on Metal Packaging Market Size, By Region
   9.5.3.1 Asia-Pacific is Projected to Witness the Fastest Growth in the Metal Packaging Segment

9.6 Glass
9.6.1 Printing on Glass Packaging Market, By Application
   9.6.1.1 Demand for Sustainable Packaging to Drive the Glass Packaging Printing Segment
9.6.2 Printing on Glass Packaging Market, By Printing Technology
   9.6.2.1 Demand for Economical Printing Technology to Drive the Market for Digital Printing
9.6.3 Printing on Glass Packaging Market Size, By Region
   9.6.3.1 Asia-Pacific Dominated the Glass Packaging Printing Market in 2014

9.7 Other Packaging Materials
9.7.1 Printing on Other Packaging Materials in Packaging Market, By Application
9.7.2 Printing on Other Packaging Materials in Packaging Market, By Printing Technology
9.7.3 Printing on Other Packaging Materials in Packaging Market Size, By Region

10 Packaging Printing Market, By Application
10.1 Introduction
10.2 Food & Beverages
   10.2.1 Packaging Printing in Food & Beverages Market, By Printing Technology
      10.2.1.1 Ease of Printing to Drive the Market for Flexography Printing in Food & Beverages Segment
   10.2.2 Packaging Printing in Food & Beverages Market, By Packaging Material
      10.2.2.1 Printing on Paper & Paperboard Packages Accounted for Major Share in Food & Beverages Segment in 2014
   10.2.3 Packaging Printing in Food & Beverages Market, By Region
      10.2.3.1 Rising Demand for Printed Packaged Products to Drive the Food & Beverages Market in Asia-Pacific Market
10.3 Healthcare
10.3.1 Packaging Printing in Healthcare Market, By Printing Technology
   10.3.1.1 Digital Printing to Grow at the Highest Rate in the Healthcare Segment
10.3.2 Packaging Printing in Healthcare Market, By Packaging Material
   10.3.2.1 Paper & Paperboard Packaging Dominated the Healthcare Segment in 2014
10.3.3 Packaging Printing in Healthcare Market, By Region
   10.3.3.1 North America Was the Second-Largest Market in Healthcare Segment in 2014
10.4 Cosmetics & Toiletries
10.4.1 Packaging Printing in Cosmetics & Toiletries Market, By Printing Technology
   10.4.1.1 Printing Enhances the Aesthetic Appeal of Cosmetics & Toiletries
10.4.2 Packaging Printing in Cosmetics & Toiletries Market, By Packaging Material
   10.4.2.1 Metal Packaging Provides Premium Appeal to Cosmetics & Toiletries Products
10.4.3 Packaging Printing in Cosmetics & Toiletries Market, By Region
   10.4.3.1 Increasing Living Standards of People Driving the Cosmetics & Toiletries Packaging Printing Market in Asia-Pacific
10.5 Other Applications
   10.5.1 Packaging Printing in Other Applications Market, By Printing Technology
   10.5.2 Packaging Printing in Other Applications Market, By Packaging Material
   10.5.3 Packaging Printing in Other Applications Market, By Region

11 Packaging Printing Market, By Region
11.1 Introduction
11.2 Geographic Snapshot (2015 - 2020): Rapidly Growing Markets are Emerging as New Hot Spots
11.3 North America
   11.3.1 North America: Packaging Printing Market, By Country
      11.3.1.1 U.S. Dominated the Packaging Printing Market in North America
   11.3.2 North America: Packaging Printing Market, By Printing Technology
      11.3.2.1 Market for Flexography Printing to Be Driven By the Demand for Convenient Printing Technologies
   11.3.3 North America: Packaging Printing Market, By Packaging Material
      11.3.3.1 Demand for Sustainable Packaging to Drive Paper & Paperboard Segment in North America
11.3.4 North America: Packaging Printing Market, By Application
11.3.4.1 Food & Beverages Dominated the North America Packaging Printing Market

11.3.5 U.S.
11.3.5.1 U.S.: Packaging Printing Market, By Printing Technology
11.3.5.1.1 Digital Printing to Grow at the Highest Rate in the U.S. Packaging Printing Market
11.3.5.2 U.S.: Packaging Printing Market Size, By Packaging Material
11.3.5.2.1 Flexible Plastic Segment to Grow at the Second-Highest Rate in the U.S.

Packaging Printing Market
11.3.5.3 U.S.: Packaging Printing Market, By Application
11.3.5.3.1 Food & Beverages Segment to Be the Second Fastest-Growing Market in the U.S.

11.3.6 Canada
11.3.6.1 Canada: Packaging Printing Market, By Printing Technology
11.3.6.1.1 Growth in the Packaging Printing Market is Directly Linked to the Growth in the Canadian Packaging Industry
11.3.6.2 Canada: Packaging Printing Market, By Packaging Material
11.3.6.2.1 Flexible Plastic Segment is the Second Fastest-Growing Segment in the Canadian Packaging Printing Market
11.3.6.3 Canada: Packaging Printing Market, By Application
11.3.6.3.1 Cosmetics & Toiletries is the Fastest-Growing Segment in the Canadian Packaging Printing Market

11.3.7 Mexico
11.3.7.1 Mexico: Packaging Printing Market, By Printing Technology
11.3.7.1.1 Flexography Printing Dominated the Mexican Packaging Printing Market
11.3.7.2 Mexico: Packaging Printing Market, By Packaging Material
11.3.7.2.1 Paper & Paperboard Segment to Be the Fastest-Growing Segment in Mexico
11.3.7.3 Mexico: Packaging Printing Market, By Application
11.3.7.3.1 Food & Beverages to Grow at the Second-Highest Rate in the Packaging Printing Market in Mexico

11.4 Europe
11.4.1 Europe: Packaging Printing Market, By Country
11.4.1.1 Germany Dominated the Packaging Printing Market in the European Region
11.4.2 Europe: Packaging Printing Market, By Printing Technology
11.4.2.1 the Flexography Segment is Estimated to Be the Largest in the European Packaging Printing Market
11.4.3 Europe: Packaging Printing Market, By Packaging Material
11.4.3.1 Paper & Paperboard is Projected to Grow at the Highest CAGR From 2015 to 2020
11.4.4 Europe: Packaging Printing Market Size, By Application
11.4.4.1 Rising Income and Continually Improving Standard of Living to Drive the European Packaging Printing Market

11.4.5 Germany
11.4.5.1 Germany: Packaging Printing Market Size, By Printing Technology
11.4.5.1.1 Digital Printing is the Fastest-Growing Segment in Germany
11.4.5.2 Germany: Packaging Printing Market Size, By Packaging Material
11.4.5.2.1 Flexible Plastic is the Second Fastest-Growing Segment in Germany
11.4.5.3 Germany: Packaging Printing Market Size, By Application
11.4.5.4 Cosmetics & Toiletries is the Fastest-Growing Segment in Germany

11.4.6 U.K.
11.4.6.1 U.K.: Packaging Printing Market Size, By Printing Technology
11.4.6.1.1 Flexography Printing Accounted for the Largest Share of the Packaging Printing Market
11.4.6.2 U.K.: Packaging Printing Market Size, By Packaging Material
11.4.6.2.1 Flexible Plastic Segment Expected to Grow at Second Highest Rate in the U.K.

Packaging Printing Market
11.4.6.3 U.K.: Packaging Printing Market Size, By Application
11.4.6.3.1 Cosmetics & Toiletries is the Fastest-Growing Segment in the U.K.

11.4.7 Italy
11.4.7.1 Italy: Packaging Printing Market Size, By Printing Technology
11.4.7.1.1 Flexography Printing Dominated the Packaging Printing Market in Italy
11.4.7.2 Italy: Packaging Printing Market Size, By Packaging Material
11.4.7.2.1 Paper & Paperboard Projected to Grow at the Highest CAGR From 2015 to 2020
11.4.7.3 Italy: Packaging Printing Market Size, By Application
11.4.7.3.1 Healthcare Segment Projected to Grow at A Considerable Rate

11.4.8 France
11.4.8.1 France: Packaging Printing Market Size, By Printing Technology
11.4.8.1.1 Flexography Printing Held the Largest Share in France in 2014
11.4.8.2 France: Packaging Printing Market Size, By Packaging Material
11.4.8.2.1 Rigid Plastic Segment Expected to Grow at Comparatively Slower Rate in France
11.4.8.3 France: Packaging Printing Market Size, By Application
11.4.8.3.1 Cosmetics & Toiletries Segment Expected to Witness Highest Growth in France

11.4.9 Russia
11.4.9.1 Russia: Packaging Printing Market Size, By Printing Technology
11.4.9.1.1 Rotogravure Printing Expected to Witness Considerable Growth Rate in Russia
11.4.9.2 Russia: Packaging Printing Market Size, By Packaging Material
11.4.9.2.1 Paper & Paperboard Accounted for the Largest Share in Russia
11.4.9.3 Russia: Packaging Printing Market Size, By Application
11.4.9.3.1 Food & Beverages Projected to Grow at the Second Highest Rate in Russia

11.4.10 Rest of Europe
11.4.10.1 Rest of Europe: Packaging Printing Market Size, By Printing Technology
11.4.10.2 Rest of Europe: Packaging Printing Market Size, By Packaging Material
11.4.10.3 Rest of Europe: Packaging Printing Market Size, By Application

11.5 Asia-Pacific
11.5.1 Asia-Pacific: Packaging Printing Market Size, By Country
11.5.1.1 China and Japan Will See Remarkable Growth in the Packaging Printing Market
11.5.2 Asia-Pacific: Packaging Printing Market Size, By Printing Technology
11.5.2.1 Changing Lifestyle is the Major Driving Factor for the Packaging Printing Market
11.5.3 Asia-Pacific: Packaging Printing Market Size, By Packaging Material
11.5.3.1 Rising Disposable Income of People to Drive the Market for Packaging Printing in Asia-Pacific

11.5.4 Asia-Pacific: Packaging Printing Market, By Application
11.5.4.1 Cosmetics & Toiletries is the Fastest Growing Segment in Asia-Pacific

11.5.5 China
11.5.5.1 China: Packaging Printing Market Size, By Printing Technology
11.5.5.1.1 Digital Printing is the Fastest Growing Segment in China
11.5.5.2 China: Packaging Printing Market Size, By Packaging Material
11.5.5.2.1 Paper & Paperboard Dominated the Packaging Printing Market in China
11.5.5.3 China: Packaging Printing Market Size, By Application
11.5.5.3.1 Food & Beverages Segment Accounted for the Largest Share in China

11.5.6 Japan
11.5.6.1 Japan: Packaging Printing Market Size, By Printing Technology
11.5.6.1.1 Flexography Printing Finds Wide Application in Japan's Packaging Printing Market
11.5.6.2 Japan: Packaging Printing Market Size, By Packaging Material
11.5.6.2.1 Flexible Plastic Segment Accounted for the Second Largest Share in Japan's Packaging Printing Market
11.5.6.3 Japan: Packaging Printing Market Size, By Application
11.5.6.3.1 Food & Beverages Segment Accounted for the Major Share in Japan's Packaging Printing Market

11.5.7 India
11.5.7.1 India: Packaging Printing Market Size, By Printing Technology
11.5.7.1.1 Digital Printing Segment Projected to Grow at the Highest Rate
11.5.7.2 India: Packaging Printing Market Size, By Packaging Material
11.5.7.2.1 Flexible Plastic Segment Projected to Grow at the Second Highest Rate
11.5.7.3 India: Packaging Printing Market Size, By Application
11.5.7.3.1 Cosmetics & Toiletries Segment Projected to Grow at the Highest Rate

11.5.8 South Korea
11.5.8.1 South Korea: Packaging Printing Market Size, By Printing Technology
11.5.8.1.1 Rotogravure Printing Expected to Grow at A Slower Rate
11.5.8.2 South Korea: Packaging Printing Market Size, By Packaging Material
11.5.8.2.1 Paper & Paperboard Segment Accounted for Major Share of South Korea's Packaging Printing Market
11.5.8.3 South Korea: Packaging Printing Market Size, By Application
11.5.8.3.1 Healthcare Segment Projected to Grow at A Slower Rate in South Korea's Packaging Printing Market

11.5.9 Rest of Asia-Pacific
11.5.9.1 Rest of Asia-Pacific: Packaging Printing Market Size, By Printing Technology
11.5.9.2 Rest of Asia-Pacific: Packaging Printing Market Size, By Packaging Material
11.5.9.3 Rest of Asia-Pacific: Packaging Printing Market Size, By Application
11.6 Rest of the World
   11.6.1 Rest of the World: Packaging Printing Market Size, By Country
       11.6.2.1 Rotogravure Printing to Grow at A Considerable Rate in the Rest of the World

Packaging Printing Market
   11.6.3 RoW: Packaging Printing Market Size, By Packaging Material
       11.6.3.1 Paper & Paperboard to Grow at the Highest Rate
   11.6.4 RoW: Packaging Printing Market Size, By Application
       11.6.4.1 Healthcare Segment Projected to Grow at A Slower Rate

11.6.5 Brazil
   11.6.5.1 Brazil: Packaging Printing Market Size, By Printing Technology
       11.6.5.1.1 Demand for Convenient Printing Technology is Expected to Drive Flexography

Printing Market in Brazil
   11.6.5.2 Brazil: Packaging Printing Market Size, By Packaging Material
       11.6.5.2.1 Rigid Plastic Segment Projected to Grow at Slower Rate
   11.6.5.3 Brazil: Packaging Printing Market Size, By Application
       11.6.5.3.1 Demand for Printed Products Expected to Drive Food & Beverages Market in Brazil

11.6.6 South Africa
   11.6.6.1 South Africa: Packaging Printing Market Size, By Printing Technology
       11.6.6.1.1 Rotogravure Printing Projected to Grow at Slower Rate in South Africa's Packaging Printing Market

Printing Market
   11.6.6.2 South Africa: Packaging Printing Market Size, By Packaging Material
       11.6.6.2.1 Flexible Plastic Segment Held the Second Largest Share in South Africa Packaging Market
   11.6.6.3 South Africa: Packaging Printing Market Size, By Application
       11.6.6.3.1 Cosmetics & Toiletries Projected to Grow at the Highest Rate in South Africa

11.6.7 Argentina
   11.6.7.1 Argentina: Packaging Printing Market Size, By Printing Technology
       11.6.7.1.1 Digital Printing Segment Expected to Grow at the Highest Rate in Argentina's Packaging Printing Market

Market
   11.6.7.2 Argentina: Packaging Printing Market Size, By Packaging Material
       11.6.7.2.1 Paper & Paperboard Held the Major Share in Argentina's Packaging Printing Market
   11.6.7.3 Argentina: Packaging Printing Market Size, By Application
       11.6.7.3.1 Healthcare Segment Expected to Witness Slower Growth Rate

11.6.8 Rest of RoW
   11.6.8.1 Rest of RoW: Packaging Printing Market Size, By Printing Technology
   11.6.8.2 Rest of RoW: Packaging Printing Market Size, By Packaging Material
   11.6.8.3 Rest of RoW: Packaging Printing Market Size, By Application

12 Competitive Landscape
   12.1 Overview
       12.1.1 Acquisition and New Product Launches Was the Key Growth Strategy
   12.2 Market Share Analysis: Packaging Printing Market
   12.3 Competitive Situations & Trends
   12.4 Acquisitions: the Key Strategy, 2013
       12.4.1 Mergers & Acquisitions
       12.4.2 Investments & Expansions
       12.4.3 Technological Advancements
       12.4.4 New Product Launches
       12.4.5 Partnerships, Agreements & Joint Ventures

13 Company Profiles
   13.1 Introduction
   13.2 Hewlett-Packard Development Company, L.P.
       13.2.1 Business Overview
       13.2.2 Products Offered
       13.2.3 Recent Developments
       13.2.4 SWOT Analysis
       13.2.5 MnM View
   13.3 E. I. Du Pont De Nemours and Company
13.3.1 Business Overview
13.3.2 Products Offered
13.3.3 Recent Developments
13.3.4 SWOT Analysis
13.3.5 MnM View
13.4 Quad/Graphics Inc.
13.4.1 Business Overview
13.4.2 Products Offered
13.4.3 Recent Developments
13.4.4 SWOT Analysis
13.4.5 MnM View
13.5 Xerox Corporation
13.5.1 Business Overview
13.5.2 Products Offered
13.5.3 Recent Developments
13.5.4 SWOT Analysis
13.5.5 MnM View
13.6 Amcor Limited
13.6.1 Business Overview
13.6.2 Products Offered
13.6.3 Recent Developments
13.6.4 SWOT Analysis
13.6.5 MnM View
13.7 Bemis Company, Inc.
13.7.1 Business Overview
13.7.2 Products Offered
13.7.3 Recent Developments
13.7.4 SWOT Analysis
13.8 Constantia Flexibles
13.8.1 Business Overview
13.8.2 Products Offered
13.8.3 Recent Developments
13.8.4 SWOT Analysis
13.8.5 MnM View
13.9 Mondi Group
13.9.1 Business Overview
13.9.2 Product Offerings
13.9.3 Recent Developments
13.10 Quantum Print & Packaging
13.10.1 Business Overview
13.10.2 Products
13.10.3 Recent Developments
13.11 WS Packaging Group
13.11.1 Business Overview
13.11.2 Products Offered
13.11.3 Recent Developments

14 Appendix
14.1 Insights of Industry Experts
14.2 Discussion Guide
14.3 Introducing RT:Real Time Market Intelligence
14.4 Available Customizations
14.5 Related Reports

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