
Description:
This study offers a 10-year forecast for the global thermal printing market between 2015 and 2025. The market is expected to register a CAGR of 4.4% during the projected period. The study demonstrates the market dynamics and trends in across seven major regions that influence the current nature and future status of the thermal printing market over the forecast period.

Report Description
The report examines the global thermal printing market for the period 2015–2025. The primary objective of the report is to offer updates on the technological advancements made in the thermal printing industry and about the latest trends that are significantly transforming consumer experiences.

Thermal printing is defined as a digital printing process that utilises heat from a thermal print head to produce an image or text on chemically treated paper, also termed as thermal or thermo chromic paper. By technology, thermal printing market is segmented into direct thermal and thermal transfer. Direct thermal printers are the most common type of thermal printers. On the basis of printer type, the thermal printing market is segmented into POS printer, label & tag printer and RFID printer. On the basis of application in the end-use industry, the market is segmented into transportation & logistics, retail, healthcare, manufacturing and others.

Revenue Split
It covers the thermal printing market performance in terms of global thermal printing revenue split, since this is detrimental to growth of the thermal printing market. This section also includes analysis of key trends, drivers and restraints from the supply, demand and economy side, all factors influencing the thermal printing market. Impact analysis of key growth drivers and restraints, based on the weighted average model is included in the thermal printing report to better equip clients with crystal clear decision-making insights.

Segmentation
We have segmented the thermal printing market on the basis of technology, printer type, end-use industry and geography. All these segments are included in this section to make the study more comprehensive.

Regions
The report highlights thermal printing sales by regions. It provides a market outlook for 2015–2025 and sets the forecast within the context of the thermal printing sales. This study discusses key regional trends contributing to growth of the thermal printing market worldwide, and analyses the degree to which global drivers influence this market in each region. Key regions assessed in this report include North America, Latin America, Western Europe, Eastern Europe, Asia Pacific excluding Japan (APEJ), Japan and the Middle East and Africa.

Methodology
All the sections, by end-use industry, printer type and region, evaluate the present scenario and growth prospects of the thermal printing market for the period 2015–2025. We have considered 2014 as the base year and provide data for the trailing 12 months.

To calculate the thermal printing market size, we have considered revenue generated from the sales of thermal printers. The forecast presented here assesses the total revenue by value across the thermal printing market. In order to offer an accurate forecast, we started by sizing the current market, which forms the basis of how the thermal printing market would develop in the future. Given the characteristics of the market, we triangulated the outcome of three different types of analysis, based on supply side, consumer spending and the economic envelope. However, forecasting the market in terms of various thermal printing segments, and regions is more a matter of quantifying expectations and identifying opportunities rather
than rationalising them after the forecast has been completed.

It is imperative to note that in an ever-fluctuating global economy, we not only conduct forecasts in terms of CAGR, but also analyse the market on the basis of key parameters such as year-on-year (Y-o-Y) growth to understand predictability of the market and identify the right opportunities across the thermal printing market. All the sub-segments are analysed in terms of Basis Point Share (BPS) to understand individual segments’ relative contributions to overall market growth. This detailed level of information is important for identification of various key trends prevalent in the thermal printing market.

Another key feature of this report is the analysis of all key thermal printing segments, sub-segments and regional adoption and revenue forecast in terms of absolute dollar value. This is traditionally overlooked while forecasting the market. However, absolute dollar opportunity is critical for assessing the level of opportunity that a provider can look to achieve, as well as identify potential resources from a sales and delivery perspective in the thermal printing market.

To understand key growth segments in terms of growth and adoption of thermal printing across regions, Future Market Insights developed the Thermal Printing Market Attractiveness Index. The resulting index should help providers identify real market opportunities.

Finally, thermal printing market report includes the competitive landscape to provide audiences with a dashboard view based on categories of providers in the value chain, presence in thermal printing product portfolio and key differentiators. Key categories of providers covered in the report are thermal printer manufacturers, distributors and online stores. This section is primarily designed to provide clients with an objective & detailed comparative assessment of key providers specific to a market segment in the thermal printing value chain. Report audiences can gain segment-specific vendor insights to identify and evaluate key competitors based on in-depth assessment of capabilities and success in the thermal printing marketplace. Detailed profiles of the providers are also included within the scope of the report to evaluate their long- and short-term strategies, key offerings and recent developments in the thermal printing market. Key competitors covered in the report are Zebra Technologies Corporation, Honeywell International Inc, Seiko Epson Corporation, SATO Holdings Corporation, Star Micronics Co., Ltd.

Key Segments Covered

By Technology
Direct Thermal
Thermal Transfer
By Printer Type
POS Printer
Label & Tag Printer
RFID Printer
By End-use Industry
Retail
Healthcare
Transportation & Logistics
Manufacturing
Others

Key Regions/Countries Covered

North America
Latin America
Western Europe
Eastern Europe
Asia Pacific Excluding Japan (APEJ)
Middle East & Africa

Key Companies

Zebra Technologies Corporation
SATO Holdings Corporation
Star Micronics Co., Ltd.
Honeywell International Inc.
Seiko Epson Corporation
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