Production Printer Market by Type (Monochrome, Color), Technology (Inkjet, Toner), Production Method (Cut Sheet, Continuous Feed, Sheet Fed, and Web Based), Application and Geography - Global Trends & Forecast to 2022

Description: The increasing demand from the media and advertisement industry and the increased adoption of production printers in the publishing application are the key factors driving the production printer market. The base year considered for this report is 2015, and the forecast period for the market has been considered between 2016 and 2022.

The increasing adoption of offset and wide format printers, which act as substitutes for production printers, is likely to impact the growth of the production printer market. This report covers the major segments of the market, which are type (monochrome and color), printing technology (inkjet and toner), production method (cut sheet, continuous feed, sheet fed, and web based), application (transactional, commercial, publishing, label & packaging, and others), and geography. The market size estimations for these segments have provided in this report. The key trends and market dynamics related to these segments are also covered under separate chapters for these segments.

This research study involves the extensive use of secondary sources, directories, and databases (such as Hoovers, Bloomberg Business, Factiva, and OneSource) to identify and collect information useful for this study. The research methodology is explained below.

- Analysis of all the industries in which production printers are used worldwide
- Analysis of various production printers sold to these industries
- Analysis of the penetration of production printers in these industries
- Estimation of the percentage share of the production printer production methods and technologies in various industries
- Analysis of the market trends in various regions and countries, supported by the ongoing R&D in these regions
- Overall market size finalized by triangulation with supply-side data, including product developments, supply chain, and estimated sales of the production printers

After arriving at the overall market size, the total market has been split into several segments and subsegments and confirmed with the key industry experts.

This report provides valuable insights into the ecosystem of this market such as product manufacturers and suppliers, OEMs, middleware and firmware providers, suppliers and distributors, printing software providers, component providers, ink providers, electronic device manufacturers, and standardization and testing firms.

“The study answers several questions for the stakeholders, primarily which market segments to focus on in the next two to five years for prioritizing efforts and investments.”

The report profiles the most active companies in the production printer market. The key players in the market include Xerox Corporation (U.S.), Hewlett-Packard (U.S.), Ricoh Company Ltd. (Japan), Konica Minolta, Inc. (Japan), and Canon Inc. (Japan), Agfa and Gevaert N.V. (Belgium), EFI Electronics Corp. (U.S.), Eastman Kodak Company (U.S.), Inca Digital Printers Ltd. (U.K.), and Miyakoshi Co., Ltd (Japan).

Target Audience
- Publication printing providers
- Label & packaging printing providers
- In-plant printing providers
- Advertisement & promotional print providers
- Security printing providers

The market covered in this report has been segmented as follows:
Production Printer Market, by Type:
- Monochrome
- Color

Production Printer Market, by Technology:
- Inkjet
- Toner

Production Printer Market, by Production method:
- Cut Sheet Production method
- Continuous feed Production method
- Sheet Fed Production method
- Web based Production method

Production Printer Market, by Application Industries:
- Transactional
- Commercial
- Publishing
- Label & Packaging
- Others

Production Printer Market, by Geography:
- North America
- Europe
- APAC
- RoW

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