Packaging Printing Market - By Application (Health Care, Food and Beverages, Consumer Goods) By Technology (Digital, Screen Printing, Flexography) By Printing Ink (UV Double Ink, Water based Ink) By Package - Forecast (2016-2021)

Description:
Packaging printing provides a wide range of benefits that includes enhanced aesthetic appeal, better communicability, and enables protection from counterfeit. The market for packaging printing is strongly driven by the growth in the packaging industry along with the growing demand for aesthetic appeal and innovative printing. High disposable income has enabled the end users to spend more on such types of packaging, which facilitate ease of use. Most importantly, the changing consumer preference has triggered the use of printed packaging in day-to-day life.

With this growth in the packaging Printing market, there is growth in import of Printing and allied machinery, but there is also increasing imports of the indigenous printing and package machinery. The major European suppliers of printing equipment and machinery are increasingly catering to the high end technology and automation needed for the markets. They are no longer in a position to meet the requirements of the both traditional and rural markets, where they are yet to convert and high technology is demand. This traditional markets offer Indian manufacturers an edge to produce more cost products for such market. The emerging markets in Asia and Africa have provided sample incentive to the Indian manufacturers of Printing and Packaging machinery. At that time India has achieved the distinction of being one of the largest manufacturers of printing machines.

The global packaging printing market report divides the market into four segments namely market by technology, market by printing ink, market by materials and market by application. The market by technology includes technologies like digital, flexography, offset, rotogravure, three-dimensional, lithography and screen printing. The market by type of ink includes UV Curable Ink and water based inks among others. The market by material includes glass, wood, metal and other materials. The various end use industries for packaging printing market healthcare, consumer goods, industrial goods, food and beverage among many others. The market is subsequently divided according to different geographical regions which includes, Americas, Europe, APAC and RoW.

The APAC region formed the largest market for packaging printing, in terms of value and volume and accounted for $XX billion in 2015. North America accounted for the second-largest market, with the share of XX% in 2015. The APAC region is predicted to be the fastest-growing market for packaging printing through 2016 to 2021. The global market for packaging printing is projected to grow at a CAGR of XX% from 2016 to 2021, to reach $XX billion by 2021. The Packaging Printing market in the Asia Region is the projected region where at the highest CAGR from 2016 to 2021. The rising middle class population of the region, high disposable incomes, and demand for the suitable printing methods along with the growing packaging industry, are dividing the growth of the packaging printing market. The market for packaging printing is observed to be matured due to high disposable incomes in developing economies, such as Europe and North America.

The market for packaging printing is characterized with intense competition owing to the presence of a large number of big and small firms. Mergers and acquisitions, investments, and expansions are the main strategies adopted by the major market players to ensure their growth in the market.

The prominent companies in packaging printing market includes:
WS Packaging Group (U.S.)
Quad/Graphics (U.S.)
Hewlett-Packard Development Company, L.P. (U.S.)
Xerox Corporation (U.S.)
E.I. du Pont de Nemours and Company (U.S.).

An in-depth analysis of the prominent industry players has been done to offer insights into their business overview, products and services, key strategies, new product launches, mergers & acquisitions, partnerships, agreements, and recent developments associated with the global packaging printing market. The scope of
the report includes detailed information regarding the major factors inducing the growth of the packaging printing market such as drivers, restraints, challenges, and opportunities.

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