Digital Printing Packaging Market by Packaging Technology (Thermal Transfer, Electrophotography & Electrostatic, Inkjet), Packaging Type (Labels, Flexible Packaging), Ink Type, Printing Format, Application, and Region - Global Forecast to 2026

Description: “Growing demand from the food & beverage industry to drive the market for digital printing packaging”

The global market for digital printing packaging is projected to grow from USD 10.15 billion in 2015 to reach USD 42.11 billion by 2026, at an estimated CAGR of 13.9%. The digital printing packaging market is driven by factors such as growing demand for sustainable printing, increasing demand for flexible packaging, cost effectiveness, and reduced packaging waste. The growing healthcare industry and the popularity of using convenient packaging are major drivers of the digital printing packaging market. Emerging markets, such as the Asia-Pacific region, have contributed to an increase in the application of digital printing in packaging products. Digital printing packaging not being suitable for heavy items is the strongest restraint for the industry.

“Labels segment accounted for the largest market share in 2015”

The labels segment accounted for the largest market share in 2015 in the digital printing packaging market. Labels are high-quality, colored, custom digital stickers that are used for branding products. Digitally printed labels can be produced on various label materials such as paper and film. Labels can be used for displaying sequential barcodes and numbering, variable text, titles, or graphics and add substantial value to the product. Some other benefits of digital labels include availability of vibrant colors, reduced packaging costs, and reduced turnaround time.

“Asia-Pacific region to gain maximum traction during the forecast period”

The Asia-Pacific region is projected to be the fastest-growing market during the forecast period, followed by Europe. In Asia-Pacific, China is the largest consumer for digital printing packaging, followed by Japan. China, with its growing food & beverage and healthcare industries, is expected to drive the digital printing packaging market. Japan, with its growing inclination toward convenient products, is expected to impact the digital printing packaging market in the Asia-Pacific region.

Breakdown of primaries:
Primary interviews were conducted with a number of industry experts in order to collect data related to different aspects of digital printing packaging. The distribution of primary interviews is as follows:
- By Company Type: Tier 1 - 43%, Tier 2 - 33%, Tier 3 - 24%
- By Designation: C level - 40%, Manager level - 35%, Others - 25%
- By Region: North America - 40%, Asia-Pacific - 25%, Europe - 20%, Rest of the World - 15%

The various suppliers of digital printing packaging and related products in the report are as follows:
1. HP Inc. (U.S.)
2. E.I. du Pont de Nemours and Company (U.S.)
3. Xerox Corporation (U.S.)
4. Mondi PLC (South Africa)
5. Quad/Graphics, Inc. (U.S.)
6. Eastman Kodak Co. (U.S.)
7. Xeikon N.V. (Netherlands)
8. Quantum Print and Packaging Ltd. (U.K.)
9. WS Packaging Group, Inc. (U.S.)
10. Traco Manufacturing, Inc. (U.S.)

Research Coverage:
The report defines, segments, and projects the digital printing packaging market size on the basis of printing inks, printing technology, format, packaging type, end-use industry, and region. The study analyzes
competitive developments such as partnerships, agreements, contracts, and joint ventures; mergers & acquisitions; expansions; new product developments; and research & development activities in the digital printing packaging market.

This report will help the market leaders/new entrants in this market in the following ways:
1. This report segments the digital printing packaging market comprehensively and provides the closest approximation of the revenue numbers for the overall market and the subsegments across the different verticals and regions.
2. This report will help stakeholders to understand the market and provide them information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to better understand their competitors and gain more insights into their position in the business.

Contents:
1 Introduction
1.1 Objectives of the Study
1.2 Market Definition
1.3 Study Scope
1.3.1 Periodization Considered for the Study
1.4 Currency Considered
1.5 Unit Considered
1.6 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 Breakdown of Primary Interviews
2.2 Market Size Estimation
2.3 Data Triangulation
2.4 Market Share Estimation
2.5 Research Assumptions & Limitations
2.5.1 Assumptions
2.5.2 Assumptions Made for this Study
2.5.3 Limitations

3 Executive Summary
3.1 Digital Printing Packaging Market Has Evolved to Its Current Position Since the Early 1790S
3.2 Digital Printing Packaging Market: Driving Factors
3.3 Thermal Transfer Printing is Projected to Be the Largest Segment Through 2021
3.4 Labels Segment is Projected to Grow at the Highest Rate from 2016 to 2021
3.5 Solvent-Based Ink is Projected to Account for the Largest Market Share Through 2021
3.6 Digital Printing Packaging Market is Projected to Witness the Highest Growth in Asia-Pacific from 2016 to 2021

4 Premium Insights
4.1 Emerging Economies to Have a Higher Demand for Digital Printing Packaging
4.2 Digital Printing Packaging Market, By Printing Technology, 2016-2021 (USD Billion)
4.3 Digital Printing Packaging Market, By End-Use Industry, 2016 Vs. 2021 (USD Billion)
4.4 China Accounted for the Largest Share in the Asia-Pacific Region in 2015
4.5 Digital Printing Packaging Market: Geographic Snapshot

5 Market Overview
5.1 Introduction
5.2 Market Evolution
5.3 Market Segmentation
5.3.1 By Printing Ink
5.3.2 By Printing Technology
5.3.3 By Format
5.3.4 By Packaging Type
5.3.5 By End-Use Industry
5.3.6 By Region
5.4 Market Dynamics
5.4.1 Drivers
5.4.1.1 Growing Demand for Sustainable Printing
5.4.1.2 Increasing Demand for Flexible Packaging
5.4.1.3 Cost Effectiveness
5.4.2 Restraints
5.4.2.1 Fluctuations in the Prices of Raw Materials
5.4.3 Opportunities
5.4.3.1 Emerging Economies Offer Significant Growth Opportunities
5.4.3.2 Investment in R&D Activities
5.4.4 Challenges
5.4.4.1 Compliance With Stringent Regulations

6 Digital Printing Packaging Market, By Printing Ink
6.1 Introduction
6.2 Digital Printing Packaging Market, By Printing Ink
6.2.1 Solvent-Based Ink
6.2.2 UV-Based Ink
6.2.3 Aqueous Ink
6.2.4 Other Ink

7 Digital Printing Packaging Market, By Printing Technology
7.1 Introduction
7.2 Digital Printing Market, By Printing Technology
7.2.1 Thermal Transfer Printing Technology
7.2.2 Electrophotography And Electrostatic Printing Technology
7.2.3 Inkjet Printing Technology
7.2.4 Others

8 Digital Printing Packaging, By Format
8.1 Introduction
8.2 Digital Printing Market Size, By Format
8.2.1 Full-Color Printing
8.2.2 Large Format Color Printing
8.2.3 Variable Data Printing
8.2.4 Others

9 Digital Printing Packaging Market, By Packaging Type
9.1 Introduction
9.2 Digital Printing Packaging Market Size, By Packaging Type
9.2.1 Labels
9.2.2 Flexible Packaging
9.2.3 Corrugated
9.2.4 Folding Cartons
9.2.5 Others

10 Digital Printing Packaging Market, By End-Use Industry
10.1 Introduction
10.2 Digital Printing Market, By End-Use Industry
10.2.1 Food & Beverage
10.2.2 Household & Cosmetic Products
10.2.3 Pharmaceuticals
10.2.4 Others

11 Digital Printing Packaging Market, By Region
11.1 Introduction
11.2 Asia-Pacific
11.2.1 Asia-Pacific: Digital Printing Packaging Market, By Country
11.2.2 Asia-Pacific: Digital Printing Packaging Market, By Printing Technology
11.2.3 Asia-Pacific: Digital Printing Packaging Market Size, By Packaging Type
11.2.4 China
11.2.4.1 China: Digital Printing Packaging Market Size, By Printing Technology
11.2.4.2 China: Digital Printing Packaging Market Size, By Packaging Type
11.2.5 India
11.2.5.1 India: Digital Printing Packaging Market, By Printing Technology
11.2.5.2 India: Digital Printing Packaging Market, By Packaging Type
11.2.6 Japan
11.2.6.1 Japan: Digital Printing Packaging Market, By Printing Technology
11.2.6.2 Japan: Digital Printing Packaging Market, By Packaging Type
11.2.7 Australia
11.2.7.1 Australia: Digital Printing Packaging Market, By Printing Technology
11.2.7.2 Australia: Digital Printing Packaging Market Size, By Packaging Type
11.2.8 Rest of Asia-Pacific
11.2.8.1 Rest of Asia-Pacific: Digital Printing Packaging Market, By Printing Technology
11.2.8.2 Rest of Asia-Pacific: Digital Printing Packaging Market, By Packaging Type
11.3 Europe
11.3.1 Europe: Digital Printing Packaging Market, By Country
11.3.2 Europe: Digital Printing Packaging Market, By Printing Technology
11.3.3 Europe: Digital Printing Packaging Market, By Packaging Type
11.3.4 Germany
11.3.4.1 Germany: Digital Printing Packaging Market, By Printing Technology
11.3.4.2 Germany: Digital Printing Packaging Market, By Packaging Type
11.3.5 France
11.3.5.1 France: Digital Printing Packaging Market, By Printing Technology
11.3.5.2 France: Digital Printing Packaging Market, By Packaging Type
11.3.6 U.K.
11.3.6.1 U.K.: Digital Printing Packaging Market, By Printing Technology
11.3.6.2 U.K.: Digital Printing Packaging Market, By Packaging Type
11.3.7 Italy
11.3.7.1 Italy: Digital Printing Packaging Market, By Printing Technology
11.3.7.2 Italy: Digital Printing Packaging Market, By Packaging Type
11.3.8 Rest of Europe
11.3.8.1 Rest of Europe: Digital Printing Packaging Market, By Printing Technology
11.3.8.2 Rest of Europe: Digital Printing Packaging Market, By Packaging Type
11.4 North America
11.4.1 North America: Digital Printing Packaging Market, By Country
11.4.2 North America: Digital Printing Packaging Market, By Printing Technology
11.4.3 North America: Digital Printing Packaging Market, By Packaging Type
11.4.4 U.S.
11.4.4.1 U.S.: Digital Printing Packaging Market, By Printing Technology
11.4.4.2 U.S.: Digital Printing Packaging Market, By Packaging Type
11.4.5 Canada
11.4.5.1 Canada: Digital Printing Market, By Printing Technology
11.4.5.2 Canada: Digital Printing Packaging Market, By Packaging Type
11.4.6 Mexico
11.4.6.1 Mexico: Digital Printing Packaging Market, By Printing Technology
11.4.6.2 Mexico: Digital Printing Packaging Market, By Packaging Type
11.5 Rest of the World (Row)
11.5.1 Row: Digital Printing Packaging Market, By Country
11.5.2 Row: Digital Printing Packaging Market, By Printing Technology
11.5.3 Row: Digital Printing Packaging Market, By Packaging Type
11.5.4 Brazil
11.5.4.1 Brazil: Digital Printing Packaging Market, By Printing Technology
11.5.4.2 Brazil: Digital Printing Packaging Market, By Packaging Type
11.5.5 Argentina
11.5.5.1 Argentina: Digital Printing Packaging Market, By Printing Technology
11.5.5.2 Argentina: Digital Printing Packaging Market, By Packaging Type
11.5.6 South Africa
11.5.6.1 South Africa: Digital Printing Packaging Market, By Printing Technology
11.5.6.2 South Africa: Digital Printing Packaging Market, By Packaging Type
11.5.7 Others in Row
11.5.7.1 Others in Row: Digital Printing Packaging Market, By Printing Technology
11.5.7.2 Others in Row: Digital Printing Packaging Market, By Packaging Type

12 Competitive Landscape
12.1 Overview
12.2 Market Share Analysis of Key Players
12.2.1 Hp Inc.
12.2.2 Xerox Corporation
12.2.3 Quad/Graphics, Inc.
12.3 Competitive Situation & Trends
12.4 Key Growth Strategies, 2011-2016
12.4.1 Mergers & Acquisitions
12.4.2 New Product Launches
12.4.3 Agreements, Partnerships, Contracts, And Joint Ventures
12.4.4 Expansions/Investments
12.4.5 Technological Advancements

13 Company Profiles
(Company at a Glance, Business Overview, Products Offered, Key Strategy, Recent Developments, Swot Analysis & Mnm View) -
13.1 Hp Inc.
13.2 E.I. Du Pont Nemours And Company
13.3 Xerox Corporation
13.4 Mondi Plc
13.5 Quad/Graphics, Inc.
13.6 Eastman Kodak Co.
13.7 Xeikon N.V.
13.8 Quantum Print And Packaging Ltd.
13.9 Ws Packaging Group, Inc.
13.10 Traco Manufacturing, Inc.
- Details On Company at a Glance, Recent Financials, Products Offered, Strategies & Insights, & Recent Developments Might Not Be Captured in Case of Unlisted Companies.

14 Appendix
14.1 Insights of Industry Experts
14.2 Discussion Guide
14.3 Knowledge Store: Subscription Portal
14.4 Introducing Rt: Real Time Market Intelligence
14.5 Available Customizations
14.6 Related Reports

List of Tables:
Table 1 Digital Printing-Packaging Market, By Printing Ink
Table 2 Digital Printing-Packaging Market, By Printing Technology
Table 3 Digital Printing-Packaging Market, By Packaging Type
Table 4 Digital Printing Packaging Market Size, By Printing Ink, 2014-2026 (USD Million)
Table 5 Digital Printing Packaging Market Size, By Printing Ink, 2014-2026 (Billion A4 Sheets)
Table 6 Digital Printing Market Size, By Printing Technology, 2014-2026 (USD Million)
Table 7 Digital Printing Market Size, By Printing Technology, 2014-2026 (Billion A4 Sheet)
Table 8 Digital Printing Market Size, By Format, 2014-2021 (USD Million)
Table 9 Digital Printing Market Size, By Format, 2014-2021 (Billion A4 Sheets)
Table 10 Digital Printing Packaging Market Size, By Packaging Type, 2014-2026 (USD Million)
Table 11 Digital Printing Market Size, By Packaging Type, 2014-2026 (Billion A4 Sheets)
Table 12 Digital Printing Market Size, By End-Use Industry, 2014-2026 (USD Million)
Table 13 Digital Printing Market Size, By End-Use Industry, 2014-2026 (Billion A4 Sheet)
Table 14 Digital Printing Packaging Market Size, By Region, 2014-2026 (USD Million)
Table 15 Digital Printing Packaging Market Size, By Region, 2014-2026 (Billion A4 Sheets)
Table 16 Asia-Pacific: Digital Printing Packaging Market Size, By Printing Technology, 2014-2026 (USD Million)
Table 17 Asia-Pacific: Digital Printing Packaging Market Size, By Printing Technology, 2014-2026 (Billion A4 Sheets)
Table 18 Asia-Pacific: Digital Printing Packaging Market Size, By Packaging Type, 2014-2026 (USD Million)
Table 19 Asia-Pacific: Digital Printing Packaging Market Size, By Packaging Type, 2014-2026 (Billion A4 Sheets)
Table 20 China: Digital Printing Packaging Market Size, By Printing Technology, 2014-2026 (USD Million)
Table 21 China: Digital Printing Packaging Market Size, By Printing Technology, 2014-2026 (Billion A4 Sheets)
Table 22 China: Digital Printing Packaging Market Size, By Printing Technology, 2014-2026 (USD Million)
Table 23 China: Digital Printing Packaging Market Size, By Printing Technology, 2014-2026 (Billion A4 Sheets)
Table 24 China: Digital Printing Packaging Market Size, By Printing Type, 2014-2026 (USD Million)
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