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Digital Printing Market Overview

The digital printing market is garnering significant traction. The digital printing market valuation is predicted to reach USD 215 billion by 2022, registering an impressive CAGR over the forecast period.

Digital printing is a method of printing digital images on various physical media such as stone, glass, textiles, among others. Digital printing is an alternative to traditional printing methods that includes lithography, flexography, letterpress, offset printing, and gravure. The process negates most steps required for conventional printing methods, including film production, color proofs, printing plate creation, and disintegrating the pieces manually.

Governments across the countries in the world are promoting digital printing to drive foster sustainable consumer patterns. Digital printing is appropriate and extremely effective in comparison to conventional methods and comes with several benefits. The process is widely used currently owing to the benefits of using the process and the ease of utilizing it. The digital image required for printing is shared directly to the printer in a digital format. The process is best suited for printing, especially in smaller quantities with precision level detail. The process excludes the pre-press stages between the document file and the final product. The pre-press stages cannot be skipped in most other conventional printing methods available.

In digital printing, cumbersome formatting equipment must be factored in, including film plates and photo chemicals. In this process, the first step is to have a sharp, high-resolution image for printing. Increasing demand for sustainable printing techniques and materials is expected to boost the demand for digital printing market, as this technique involves virtually zero wastage. Digital printing involves an unprecedented level of precision that supersedes all conventional techniques of printing.

Adoption of new technologies, especially with the introduction of new inks and dyes such as LATEX and Dye Sublimation in digital printing, are game-changers in the adoption of new technologies, especially with the introduction of new inks and dyes such as LATEX and Dye Sublimation in digital printing are expected to revolutionize game-changers in the industry and expand the horizon in terms of newer application areas and end user industries, thereby adding to the digital printing market growth.

COVID-19 Analysis

Since the WHO declared it a pandemic in January 2020, COVID-19 has had an unprecedented impact on the global economy, including the digital printing market. In the case of the pandemic lockdown, there was an inadequate understanding of the spread of the pandemic, which delayed the deployment of the disaster management response in most countries.

Simultaneously, the disruption of physical materials and the supply chain created challenges in the textiles, paper & newspapers, apparel, and other industries that are among the largest end users for the digital printing market. Additionally, the problems faced by the digital printing industry were compounded with the restrictions on the movement of people, which mounted the need for advertisers, who account for a large share of end use applications, to move most advertising to online platforms.

In this, digital printing suffered significant revenue losses over three quarters of 2020. However, the number of cases and the severity of the pandemic ebbing with a marked increase in the inoculation drives undertaken by governments across the world are expected to restore pre-pandemic normalcy by the end of 2021 which will assist the market growth in reaching new highs.

Market Dynamics

- Increasing demand for sustainable printing

Sustainability is a key concern for most industries and businesses in the current business scenario due to rising concerns regarding global warming and effective waste handling and management. In conventional printing technologies, the paints and dyes used can contain minuscule but traceable amounts of Volatile Organic Compounds (VOCs) that are not environment friendly. However, in the case of digital printing, there is virtually no wastage of either paints or other materials.
• Development in the packaging and textiles industries

The global demand for goods and services has caused an upsurge in the need for effective packaging of products that require considerable transportation and consider digital printing as the next effective technology for printing. Vendors and consumers are also looking at packaging as means of advertising and marketing their brand, which will also augment the growth of digital printing. With the advent of fast fashion, textile printing has grown significantly over the past decade and is poised to witness more considerable gains by the end of the forecast period.

• Rising consumer interest in the digital printing

Consumer interest is growing due to the evolving role of printing, focusing on the impact of mobile connectivity and the Internet on the way both individuals and businesses access and communicate information. This is expected to impact every traditional printing business segment and is evolving prospects of acceptable concerning relevance, speed, and degree of interactivity of data, regardless of medium employed.

• Favorable government regulations to minimize wastage & encourage environment-friendly behavior

Government across the globe is introducing regulations that are expected to encourage the digital printing market over the next decade, owing to the minimal wastage involved in this process and boosting ecologically responsible behavior. Administrations across the world are setting regulations and introducing best practices to avoid incorrect waste disposal and handling practices, especially considering international agreements such as the Paris Accord that specifically sets targets for member countries to reduce pollution in all forms by 2030.

Segment Overview

The market is segmented into four dynamics, i.e., by ink, technology, substrate, and region. By ink, the market is sub-segmented into Aqueous, Solvent, UV Cured, Latex, and Dye Sublimation. The technology segment is divided into Laser and Inkjet, with the Inkjet segment being further classified into thermal inkjet, piezo crystal inkjet, electrostatic inkjet, and MEMS. By substrate, the global market is divided into plastic film, release liner, glass, textile, and paper. By region, various major countries, including the US, UK, Germany, India, South Korea, and others, are studied region-wise.

Informa significant component of digital printing solutions; although, there has been significant research and development in the types and viscosity of inks used. Aqueous is the largest segment by inks, which also plays an equally important role in market development. The dye sublimation segment accounts for among the fastest-growing segments and is further projected to grow at around 25.05% CAGR throughout the forecast period.

By technology, the sub-segment inkjet holds the major market share and is estimated to grow approximately at 30.34% CAGR during the forecast period.

Based on region, North America accounts for the leading share in the digital printing market, followed by Europe and Asia-Pacific.

Regional Analysis

North America Leads the Global Market

North America accounts for the leading share in the global digital printing market. The region highlights conservation efforts for the environment and minimizing wastage, which helps with market growth. Besides, cutting-edge technology development to enhance effective digital printing and research in optimizing printer machines is the major factor impacting the market growth.

The US leads the regional market, followed closely by Canada, due to the presence of many notable equipment manufacturers and technology providers. Additionally, the availability of advanced technologies is a crucial driver for the region's thriving growth. Augmenting demand for safe and effective features boosts the market growth in North America.

Europe is the second-largest region of the global digital printing market. Increasing adoption of digital printing and government initiatives along with funding to overhaul infrastructure increase the market size. Also, the increasing adoption of connected printers and sizeable advancements in inks and technology, alongside the improving technical structure, boosts the regional market growth.

The Asia Pacific region is the fastest-growing digital printing market in the world. Joint efforts and initiatives and increasing investments by numerous governments in the region are expected to propel market growth. High focus on environmental safety and security influences the regional market growth.

Competitive Landscape

• Hewlett-Packard Development Company, L.P. (US)
• Canon, Inc. (Japan)
• Ricoh Company, Ltd. (Japan)
Major digital printing market players use strategic initiatives such as Mergers & Acquisitions (M&A) activities, expansion, collaborations, and technology/product launches, to consolidate their competitive share. They actively work with different partners involved in the digital printing business to innovate multi-scenario solutions to improve overall market competitiveness.

Recent Development

On May 17th, 2020, Kornit Digital introduced an on-demand digital printing technology to make the digital printing of apparel more environment-friendly and sustainable. The company announced that the new technology would optimize the use of input feed material such as paints, dye, and inks, which can boost end user consumers' profitability.
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