Global Rotogravure Printing Inks Market Research Report by Resin Type (Nitrocellulose, Polyamide, Polyurethane, Acrylic), Technology (Solvent-Based, Water-Based), Application (Packaging, Publication, Product & Promotion) – Forecast till 2023

Synopsis of Rotogravure Printing Inks Market:

Rotogravure Printing Inks are used in a printing process to produce a high-quality image. They are manufactured to reduce the emission of volatile organic compounds (VOC) generated by ink. They provide anti-oxidant characteristics, eco-friendly nature, and aesthetic appearance to the product. These inks are used in printing machines to add decorative finish and superior performance to images. Thus, they are utilized in various applications such as packaging, publication, product & promotion, and others.

The nitrocellulose is the leading resin type used in the market and is anticipated to continue its dominance over the assessment period. It is extensively used on labels, plastic bags, and invoice in the packaging sector. Moreover, its growing consumption in end-use applications is set to drive the market in the next couple of years. It is projected that the polyamide resin segment is set to grow at a significant rate owing to its extraordinary features such as adhesion, glossy finish, low freezing point, and solvent release. The market by technology is classified further into solvent-based and water-based. In these segments, solvent-based is leading the technology segment in the market on account of its fast evaporation and ease of application. Due to the presence of carcinogenic content, their market growth is being hindered and manufacturers are adopting water-based technology in their industries. It is projected that water-based technology is set to grow at a higher rate due to its compatible nature with the surroundings. The market by application is segregated into packaging, publication, product & promotion, and others. The packaging segment holds a major portion of the market due to growing consumption of rotogravure inks in various application such as greeting cards, magazines, catalogs, periodicals, directories, and others. This segment is expected to witness a higher growth in the market due to growing creativities and design observed in developing images, photographs, and others.

The Global Rotogravure Printing Inks Market Share by Application:
Regional Analysis:

The Rotogravure Printing Inks Market is segmented across five regions namely Asia Pacific, North America, Europe, Latin America, and the Middle East & Africa. The Asia Pacific holds the major share of the market due to the growing demand for Rotogravure Printing Inks in packaging, publication, product & promotion, and others. The packaging segment is predicted to witness a rapid growth in the market due to the growing consumption of inks to add beauty and glossy finish on catalogs, images, and others in countries such as China, Japan, and India. Therefore, they are the major players in the market.

The North American region is growing significantly in the market due to the increasing demand for nitrocellulose and polyamide resins in the packaging sector. It is predicted that the growing investments and technological advancement in the major industry are set to drive the market during the forecast period 2017-2023. The growing demand for rotogravure inks in publication, product & promotion segments has propelled the growth in various countries such as the U.S., Canada, and Mexico.

Packaging application has witnessed a remarkable growth in the European market. This is attributed to rise in automotive and food & beverage industry. Moreover, increase in promotional activities to directly reach out customer requirements is also anticipated to augment the Rotogravure Printing Inks Market. Rising demand of directories, inserts and catalogs among others in U.K., Italy, Germany, and France for advertising and other promotional activities is expected to drive the overall market growth.

The Latin American region is estimated to witness a considerable growth in the market due to growing consumption of rotogravure inks in packaging, publication, and product & promotion segments due to its non-carcinogenic content and excellent quality offered by them. Moreover, the Middle East & Africa is anticipated to witness a higher growth in the market due to increasing demand for rotogravure inks in laminates for furniture, consumer packaging, newspaper ad inserts, and others.

Segmental Analysis:

The Global Rotogravure Printing Inks Market is segmented into the resin type, technology, and application. On the basis of the resin type, the market is segregated into nitrocellulose, polyamide, polyurethane, and acrylic segments. The market by technology is classified as solvent-based and water-based segments. The market by application is sub-divided into packaging, publication, product & promotion, and others.

Key Players:

Some of the prominent players operating in the Global Rotogravure Printing Inks Market are Flint Group (Luxembourg), DIC CORPORATION (Japan), Toyo Ink SC Holdings Co., Ltd. (Japan), Dainichiseika Color & Chemicals Mfg.Co., Ltd. (Japan), SAKATA INX CORPORATION (Japan), T & K TOKA Corporation (Japan), Tokyo Printing Ink MFG. Co., Ltd. (Japan), Siegwerk Druckfarben AG & Co KGaA (Germany), MHH Holding GmbH (Germany), and Wikoff Color Corporation (U.S.),
among others.

**Geographical Analysis:**

The report covers brief analysis of the major geographic regions namely Asia Pacific, Europe, North America, Latin America, and the Middle East & Africa.

**Intended Audience**

- Rotogravure Printing Inks Manufacturers
- Traders and Distributors of Rotogravure Printing Inks
- Production Process Industries
- Potential Investors
- Raw Material Suppliers
- Nationalized Laboratory

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