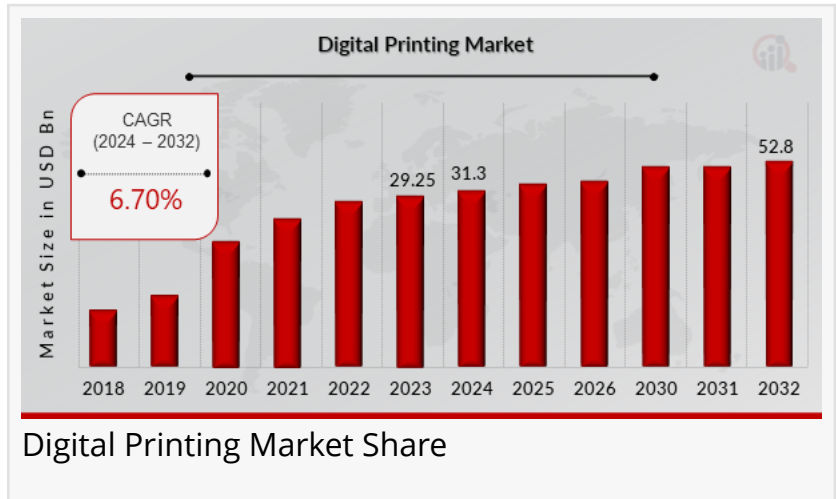


Digital Printing Market is Expected to Expand at a CAGR of 6.70%: Demand, Scope, Size, and Growth by 2032

*Digital Printing Market Research Report
Information by Type, Ink Type,
Application, and Region*

CA, UNITED STATES, March 17, 2025
/EINPresswire.com/ -- The Global [Digital Printing Market](#) is poised for steady growth, driven by increasing demand for on-demand printing, cost-effective solutions, and advancements in digital printing technologies. In 2023, the market size was valued at USD

29.25 billion, and it is projected to expand from USD 31.3 billion in 2024 to USD 52.8 billion by 2032, reflecting a compound annual growth rate (CAGR) of 6.70% during the forecast period (2024–2032).



Key Drivers of Market Growth

1. Rising Demand for Personalized Printing Solutions

The growing trend of customized marketing materials, personalized packaging, and print-on-demand services is fueling the adoption of digital printing technologies across industries.

2. Advancements in Inkjet and Laser Printing Technologies

Technological advancements in UV-cured ink, water-based inks, and high-speed digital presses have improved print quality, reduced production costs, and enhanced environmental sustainability.

3. Growing Popularity of Sustainable Printing Solutions

Brands are increasingly adopting eco-friendly printing practices, such as recyclable inks and energy-efficient printers, to reduce their carbon footprint.

4. Expanding E-Commerce and Packaging Industry

The rising demand for flexible packaging, customized labels, and corrugated box printing in e-commerce has significantly boosted digital printing adoption.

5. Enhanced Efficiency for Short-Run Printing

Digital printing offers cost-effective solutions for short-run printing jobs, reducing material waste and improving turnaround times, making it ideal for small-scale production and rapid prototyping.

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Key Companies in the Digital Printing includes:

- HP Inc.
- Canon Inc.
- Seiko Epson Corporation
- Ricoh Company, Ltd.
- MIMAKI Engineering Co., Ltd.
- Roland DG Corporation
- Xerox Corporation
- DIC Corporation
- Toyo Ink SC Holdings Co., Ltd
- Sakata INX Corporation
- Westrock Company
- Amcor PLC
- Avery Dennison Corporation among others

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Market Segmentation

1. By Printing Technology

- Inkjet Printing: Gaining popularity due to superior print quality, scalability, and versatility.
- Laser Printing: Preferred for high-speed, cost-effective document printing.

2. By Application

- Packaging: Digital printing is widely used for labels, flexible packaging, and cartons.
- Textile Printing: Increasing adoption in fashion, apparel, and home décor industries.
- Advertising & Promotion: Digital printing is crucial for banners, brochures, and posters.
- Security Printing: Includes printing of banknotes, passports, and ID cards.

3. By Ink Type

- Aqueous Ink
- Solvent Ink
- UV-Cured Ink
- Dye Sublimation Ink

4. By End-Use Industry

- Retail & E-Commerce
- Healthcare
- Education
- Publishing
- Food & Beverage

5. By Region

- North America: Dominates the market due to advanced digital printing infrastructure and demand for customized marketing solutions.
- Europe: Growth driven by the rising adoption of eco-friendly printing practices.
- Asia-Pacific: The fastest-growing region, with expanding e-commerce and textile industries in China, India, and Japan.
- Rest of the World (RoW): Emerging opportunities in Latin America and the Middle East for digital signage and advertising solutions.

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The Global Digital Printing Market is set to expand steadily, driven by advancements in print technology, growing customization trends, and the rise of eco-friendly printing solutions. As demand for high-quality, on-demand, and sustainable printing continues to rise, the digital

printing industry is expected to thrive across multiple sectors.

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