

# Digital Printing Primer and Coating Market to Hit USD 1.63 Billion by 2032, Driven by 5.7% CAGR

*Rising demand for sustainable, high-quality coatings drives global digital printing primer market toward 1637 million by 2032 at 5.7% CAGR*

PUNE, MAHARASHTRA, INDIA, July 23, 2025 /EINPresswire.com/ -- Digital printing primers and

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Digital Printing Primer & Coating Market is set to hit USD 1.63B by 2032, driven by 5.7% CAGR and sustainable printing demand.”

*24chemicalresearch*

coatings have become essential in modern printing, ensuring vibrant colors, superior adhesion, and durability across diverse substrates. As packaging, publishing, and commercial printing continue to shift toward customization and shorter runs, these specialized formulations play a critical role in meeting quality and performance standards. The industry is rapidly evolving with innovations in sustainable water-based technologies and nanocoatings, reducing environmental impact while enhancing functionality. Increasing demand from e-

commerce packaging, anti-counterfeit solutions, and high-speed printing presses continues to expand growth opportunities.

According to our latest report, [Digital Printing Primer and Coating Market](#) was valued at USD 1037 million in 2024 and is projected to reach USD 1637 million by 2032, growing at a Compound Annual Growth Rate (CAGR) of 5.7% during the forecast period (2025-2032). This growth trajectory reflects increasing adoption across packaging, publishing, and commercial printing sectors, driven by advancements in digital printing technologies and rising demand for high-quality surface finishes.

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## Key Market Drivers and Opportunities:

The market is primarily propelled by the proliferation of digital printing in packaging, where primers enable superior ink adhesion on diverse substrates like plastics and metallized films.

The commercial printing segment benefits from coatings that enhance color vibrancy and abrasion resistance, particularly in point-of-purchase displays and promotional materials.

Recent regulatory developments favoring low-VOC formulations are accelerating R&D in bio-based alternatives, while innovations in nanotechnology coatings promise breakthrough performance characteristics. The growing preference for short-run customized packaging and anti-counterfeiting solutions further expands application horizons.

#### Challenges & Restraints:

Price volatility in raw materials like acrylic resins and polyurethane dispersions continues to pressure profit margins. Technical challenges persist in developing universal primers for the expanding range of digital printing substrates, while regulatory divergence across regions complicates product standardization.

The industry also faces intensifying competition from alternative decorating technologies and consolidation among major brand owners that are bringing printing operations in-house. These factors necessitate continuous innovation and value-added service offerings from coating specialists.

#### Segmentation Analysis:

##### By Type

Water-based Primer and Coating Holds Largest Share Owing to Eco-friendly and Low-VOC Properties

The market is segmented based on type into:

- Water-based Primer and Coating
  - o Subtypes: Acrylic, polyurethane, and others
- Solvent-based Primer and Coating
  - o Subtypes: Epoxy, alkyd, and others

##### By Application

Packaging Application Dominates Market Share Due to Rising Demand for Corrugated and Flexible Packaging

The market is segmented based on application into:

- Packaging
  - oSubtypes: Flexible packaging, labels, corrugated boxes
- Publishing
- Commercial Printing
- Others

## By Substrate

### Plastic Substrate Segment Grows Rapidly Due to Increasing Flexible Packaging Applications

The market is segmented based on substrate into:

- Paper & Paperboard
- Plastic
  - oSubtypes: PET, PP, PE
- Metal
- Glass

### Regional Outlook: Diverse Growth Patterns in Digital Printing Primer and Coating Market:

Global Digital Printing Primer and Coating Market presents a dynamic regional landscape shaped by environmental regulations, technology advancements, and evolving packaging needs. North America dominates with strict VOC standards and a shift toward water-based and UV-curable coatings, though higher costs challenge smaller businesses. Europe, driven by EU REACH policies, leads innovation in eco-friendly and food-safe coatings, with Germany and the U.K. at the forefront. Asia-Pacific shows the fastest growth, powered by booming e-commerce packaging in China, India, and Japan, despite varied sustainability adoption. South America and the Middle East & Africa record steady progress, with demand rising for export-oriented, luxury, and climate-resistant coatings, even as infrastructure gaps and pricing pressures persist.

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### Future Trends and Opportunities in Digital Printing Primers & Coatings:

1. Shift Toward Sustainable Formulations: Water based and bio derived primers are becoming the industry standard as brands and regulators demand low VOC and eco friendly solutions.
2. Nanotechnology for Premium Finishes: Advanced nanocoatings are enhancing adhesion, durability, and color vibrancy, especially for high-end packaging and commercial printing.
3. Rising Demand for Smart & Functional Coatings: Anti counterfeit, antimicrobial, and specialty primers are creating new value in pharmaceuticals, electronics, and food packaging.
4. Customization for Diverse Substrates: Innovative primer formulations are meeting adhesion challenges across flexible plastics, metals, and synthetic papers used in e-commerce and labeling.
5. AI-Driven Innovation and Quality Control: AI and digital tools are accelerating primer development, ensuring consistent performance and reducing production waste.

## Top Leading Key Players Covered:

- Michelman
- Lubrizol Corporation
- Spring Coating Systems
- Nirotek
- Polytex Environmental Inks
- ALTANA
- ARCOLOR AG
- CHT Group
- Actega
- Akzo Nobel N.V.
- Klumpp-Coatings
- Tresu
- Kustom Group
- Follmann GmbH & Co. KG
- Schmid Rhyner AG

## Recent Industry Development:

### Lubrizol Launches Jettable Resin for Food Safe Digital Print Primers

In March 2025, Lubrizol introduced PrintRite™ DP379, a novel jettable, water-based polyurethane dispersion designed for digital printing primers and coatings. This low particle resin enables high precision primer application only where needed, reductions in dryer energy use, and FDA/EU compliance, offering a major boost to sustainable food packaging and high-speed digital print workflows.

□□ Get the Full Study with Detailed Forecasts:

<https://www.24chemicalresearch.com/reports/270080/digital-printing-primer-coating-market>

Digital Printing Primer and Coating Market is set for sustained growth, driven by technological innovation, the rise of sustainable and high-performance formulations, and increasing demand across packaging, publishing, and commercial printing sectors. Recent breakthroughs, such as Lubrizol's FDA-compliant jettable resin, highlight the industry's focus on efficiency and eco-friendly solutions.

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□ Digital Printing Coating Market: <https://www.24chemicalresearch.com/reports/292267/global-digital-printing-coating-market-2025-2032-160>

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□ Bio-Based Coatings Market: <https://www.24chemicalresearch.com/reports/292804/biobased-coatings-market>

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International: +1(332) 2424 294 | Asia: +91 9169162030

Website: <https://www.24chemicalresearch.com/>

Follow us on LinkedIn: <https://www.linkedin.com/company/24chemicalresearch>

Chaitanya G

24chemicalresearch

+91 91691 62030

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