

Digital Printing Packaging Innovations from Leading & Emerging Manufacturers Shaping the Future of Packaging

Explore cutting-edge digital printing technologies, sustainability trends, and smart packaging solutions from top manufacturers at this global packaging event.

NEWARK, DE, UNITED STATES, August 22, 2025 /EINPresswire.com/ -- Labelexpo 2025, one of the most anticipated global events in the printing and packaging industry, is gearing up for a remarkable showcase of innovation, cutting-edge

technologies, and sustainability-driven solutions. Set to be held in Barcelona, the event will bring together both established industry giants and emerging players who will demonstrate their latest advancements in digital printing technologies, reshaping the packaging landscape.

The [digital printing packaging market](#) is experiencing a transformative shift, with projections indicating a robust growth trajectory from USD 20.6 billion in 2025 to USD 33.8 billion by 2035, reflecting a compound annual growth rate (CAGR) of 5.1%. As the demand for personalized packaging, rapid turnaround, and reduced prepress costs continues to rise, manufacturers are innovating in ways that push the boundaries of what's possible in packaging design and functionality.

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A Thriving Market for Digital Printing Packaging

The rise of e-commerce and the growing food and beverage sectors are driving the digital printing packaging market, as businesses demand flexible, cost-effective, and customizable solutions. Labels, representing 38.6% of the market in 2025, are leading the way with speed and agility. Short-run packaging, driven by consumer behavior and seasonal needs, is particularly



suited to digital printing. The food and beverage industry will account for 41.2% of the market share by 2025, further pushing the adoption of digital printing for fast time-to-shelf and brand customization. Labelexpo 2025 will showcase innovative solutions across labels, films, and cartons.

Sustainability Takes Center Stage

Sustainability is a major focus at Labelexpo 2025, with digital printing technologies reducing waste, energy, and chemical inputs. Advances like water-based inks, recyclable substrates, and ink-saving algorithms are helping lower the environmental impact. LEIPA's new digitally printable board, in partnership with Xeikon's IDERA technology, represents a breakthrough in eco-friendly, customizable packaging. As the industry moves toward sustainability, Labelexpo will highlight digital printing's role in driving greener solutions.

AI and Smart Packaging: The Future of Digital Printing

At Labelexpo 2025, AI-powered prepress software and ink-saving algorithms will showcase how digital printing is becoming more efficient. Smart packaging with printed electronics, QR codes, and augmented reality (AR) will also be featured, enabling new consumer interactions. This trend is especially strong in food, beverage, cosmetics, and pharmaceuticals, where consumer engagement is critical.

Rising Stars in the Digital Printing Space

While leaders like HP, Xeikon, and Canon continue to dominate, newer players like Memjet and Bobst Group are offering innovative solutions for short-run packaging. Hybrid systems combining digital and traditional printing are gaining traction, and Labelexpo 2025 will be a key platform for exploring these disruptive technologies.

Global Trends and Regional Insights

The digital printing packaging market is growing rapidly in North America, with the U.S. projected to see an 8.4% CAGR from 2025 to 2035. In the UK, D2C brands and subscription services are driving growth, while Japan and South Korea are adopting smart packaging in the cosmetics and pharmaceutical sectors. Regional demand for sustainable, personalized solutions is accelerating the global market.

The Road Ahead: Digital Printing Packaging in 2035 and Beyond

By 2035, the digital printing packaging market will continue to expand, driven by technological advancements and sustainability efforts. Manufacturers embracing modular presses, AI, and smart technologies will be ready for the evolving demand for personalized and sustainable solutions. Labelexpo 2025 will offer a glimpse into the future of packaging, highlighting the

innovations shaping the industry's next chapter.

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