

# Non-Conductive Ink Market Set for Steady Growth Driven by Electronics and Sustainability Trends

*The Non-Conductive Ink Market is experiencing steady growth driven by rising demand for flexible and printed electronics, advancements in IoT devices*

VANCOUVER, BRITISH COLUMBIA, CANADA, September 2, 2025

/EINPresswire.com/ -- The global [Non-Conductive Ink Market](#) is on track for steady growth, with projections

indicating it will reach USD 2.28 billion in 2024 and expand to USD 3.71 billion by 2034, reflecting a 5.0% CAGR over the forecast period.



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North America continues to lead the market, supported by strong technological infrastructure and significant investments in electronics manufacturing. Meanwhile, Asia Pacific stands out as the fastest-growing region, fueled by rapid industrialization, a strong electronics sector, and increasing investments in flexible and printed electronics.

## Market Drivers

The demand for non-conductive inks is being fueled by the rapid rise of flexible and printed electronics, expected to grow by 12% annually. These inks play a vital role in the production of advanced sensors, circuit boards, and wearable devices. Additionally, the expansion of the Internet of Things (IoT)—forecast to grow by 15% annually—is boosting adoption, as connected devices require specialized inks for reliable performance.

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Governments and institutions are also contributing to this growth. For instance, the European Union's Horizon 2020 program has directed significant funding toward advanced material research, including eco-friendly ink solutions. Similarly, companies like Henkel have launched sustainable ink lines to meet rising consumer demand for environmentally responsible

products.

## Market Challenges

Despite the strong growth outlook, the market faces hurdles. High production costs, linked to complex processes and expensive raw materials, limit wider adoption, especially in price-sensitive regions. In addition, low awareness in emerging markets continues to restrict demand, with only about one-third of manufacturers in these regions familiar with advanced ink technologies.

Strict environmental regulations also raise costs for producers, as compliance requires investment in sustainable manufacturing processes. Ongoing supply chain disruptions, first exposed during the pandemic, add further complexity to maintaining stable supply and pricing.

## Market Trends and Opportunities

Sustainability is becoming a defining trend. Demand for eco-friendly and UV-curable inks is accelerating, driven by global efforts to reduce carbon emissions and volatile organic compound (VOC) levels. UV-curable inks, in particular, are projected to be the fastest-growing segment, with a CAGR of 6.5% through 2034.

The industry is also seeing a shift toward AI-driven dynamic pricing models, which allow companies to better manage margins in the face of fluctuating raw material and energy costs. Early adopters of such technologies have reported a 4% increase in average selling prices and improved profitability.

Another opportunity lies in Asia Pacific, which accounted for 42% of global chemical output in 2023. The region's cost advantages and strong industrial base make it a crucial growth hub for non-conductive ink production and consumption.

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## Market Segmentation

### By Product Type:

Solvent-based inks remain the dominant category, making up around 40% of the market in 2024. However, UV-curable inks are emerging as the fastest-growing product type, supported by sustainability initiatives and rapid adoption across Europe.

### By Application:

Flexible electronics is the largest application segment, with a market value of USD 1.1 billion in 2024, projected to nearly double by 2034. Growth is driven by rising demand for lightweight

devices, wearable technology, and portable consumer electronics. Printed electronics also show strong momentum, with adoption expanding in both automotive and consumer applications.

## Market Volume and Pricing Outlook

The market volume is projected to reach 1.5 million liters in 2024 and rise to 2.3 million liters by 2034, showing a CAGR of 4.5%. While volume growth is steady, value growth is outpacing production due to higher unit prices and a shift toward premium, value-added products.

Pricing has been volatile, largely influenced by rising raw material and energy costs. Over the past five years, average ink prices rose about 8%. In 2024 alone, prices surged 9% year-on-year due to feedstock shortages and strong demand. Regional differences remain, with North America experiencing higher prices due to logistics and tariffs, while Asia Pacific benefits from cost efficiencies.

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## Non Conductive Ink Competitive Strategies & Notable Developments

### Top 10 Companies

DuPont

Henkel

Sun Chemical

NovaCentrix

Dow Chemical

Merck KGaA

Toyo Ink SC Holdings Co., Ltd.

Fujifilm Holdings Corporation

Agfa-Gevaert N.V.

DIC Corporation

Strategy

Top players in the Non-Conductive Ink Market are competing through product innovation, strategic partnerships, and geographic expansion. DuPont, for instance, has expanded its production facilities in Europe to enhance its market presence and capacity. Henkel focuses on product innovation, launching a new line of eco-friendly inks in January 2024. Sun Chemical has partnered with a leading electronics manufacturer to strengthen its market position and expand its customer base.

## Non Conductive Ink Market Segmentation

### By Product Type

Solvent-Based Inks

Water-Based Inks

UV-Curable Inks

Others

### By Application

Flexible Electronics

Printed Electronics

Sensors

Others

### By End User

Consumer Electronics

Automotive

Healthcare

Industrial

Others

### By Technology

Screen Printing

Inkjet Printing

Gravure Printing

Others

By Distribution Channel

Direct Sales

Distributors

Online Retail

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