

Digital Printing Market Set for Robust Expansion, Reaching USD 74.83 Billion by 2035

Digital Printing Market Size, Share and Research Report By Type (Inkjet and Laser), by Ink Type (Aqueous, Solvent, UV-curable, Dye Sublimation, Latex and Other)

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The global [Digital Printing Market](#) is

undergoing a significant

transformation, driven by increasing enterprise demand for short-run, on-demand print production, the rapid shift away from traditional analog

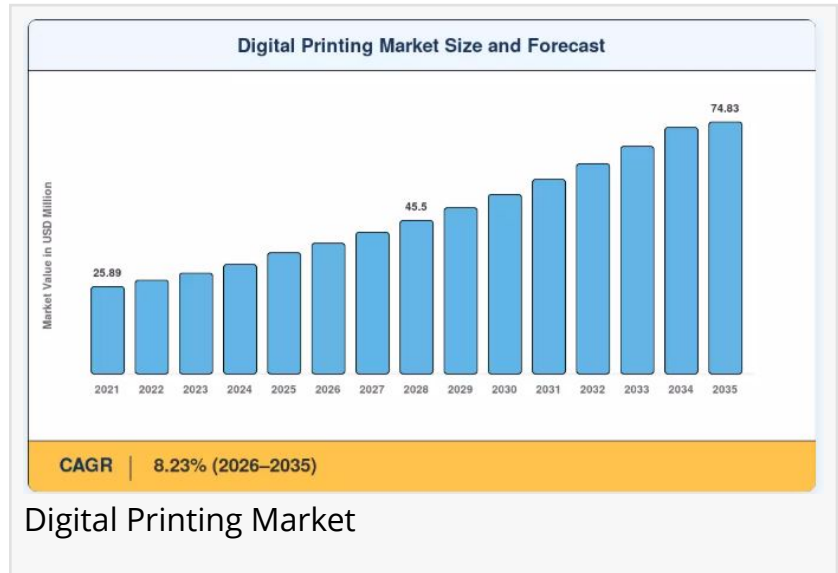
printing methods, and growing customization requirements across packaging, textiles, and commercial print segments. Blending advanced inkjet and laser printing technologies with smart workflow automation and sustainable ink chemistries, the market is poised for steady, resilient growth over the next decade.

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The digital printing market is gaining momentum due to increasing demand for customized, high-quality, and cost-efficient printing solutions across industries.”

*Market Research Future
(MRFR)*

The global Digital Printing Market size is expected to surge from its foundational base, riding consistent demand across commercial printing, flexible packaging, and label manufacturing sectors. The digital printing market is forecast to reach USD 74.83 billion by 2035, growing from a solid base through the forecast window at a healthy compound annual growth rate, driven by the global pivot to personalized print-on-demand solutions and sustainable water-based ink platforms.



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□ Key Drivers Fueling Market Growth

The convergence of three distinct technological and economic pillars is accelerating the expansion of the digital printing market:

On-Demand Personalization & Short-Run Print Economics: Modern digital printing technology eliminates the costly plate-making and setup processes associated with traditional offset and [flexographic printing](#). This allows brands, publishers, and packaging producers to execute short-run, highly personalized campaigns with variable data printing optimizing policy pricing for promotional campaigns, enabling micro-targeted retail packaging, and reducing warehousing costs by printing exactly what is needed, when it is needed.

Technological Advancement in Inkjet & Laser Platforms: Next-generation inkjet print-heads and high-speed laser engines are enabling production-grade digital printers to rival and surpass conventional offset presses in throughput, color accuracy, and substrate versatility. Integrated 5G-enabled production floor connectivity, cloud-based job management platforms, and AI-assisted color calibration allow print service providers to track job status in real time, minimize waste, and cross-verify output quality remotely via cloud-connected spectrophotometers.

Sustainable Ink Technologies & Eco-Conscious Print Demand: The global packaging and commercial print industry is leveraging advances in aqueous, latex, and UV-curable ink formulations to meet increasingly stringent environmental regulations and brand sustainability commitments. Digital printing inherently reduces substrate waste, energy consumption, and volatile organic compound (VOC) emissions compared to analog alternatives making it the preferred production method for brands pursuing circular economy and carbon-reduction targets across packaging and promotional print categories.

□ Market Segmentation Analysis

To provide a granular understanding of the landscape, global market research highlights a comprehensive segmentation across several key domains:

1. By Type

Inkjet: The dominant technology segment, encompassing wide-format, production inkjet, and industrial print systems. Inkjet leads in versatility, supporting a vast range of substrates from coated paper and flexible film to ceramics and textiles.

Laser: High-speed electrophotographic laser printing remains the workhorse of commercial document and transactional print environments, delivering consistent quality at high volume for enterprise and publishing applications.

2. By Ink Type

Aqueous: Water-based ink formulations offering excellent color gamut and environmental compliance for photographic and indoor signage applications.

Solvent: Aggressive ink chemistry enabling outdoor-durable graphics on non-porous vinyl substrates, widely deployed in outdoor advertising and vehicle wrapping.

UV-Curable: Instant-cure inks enabling printing on rigid and flexible substrates alike, supporting high-margin decorative and industrial print applications.

Dye Sublimation: Thermal transfer process delivering vivid, wash-resistant color reproduction on polyester textiles and promotional merchandise.

Latex: Water-based rubber polymer inks offering the outdoor durability of solvent without the associated VOC emissions, gaining rapid share in signage and soft signage applications.

Others: Emerging conductive, bio-based, and specialty functional ink platforms supporting printed electronics, pharmaceutical packaging, and security printing.

3. By Application

Commercial Printing: The largest application segment, encompassing marketing collateral, direct mail, catalogs, books, and transactional documents produced by commercial print service providers and in-plant operations.

Packaging: Rapidly growing application driven by brand owner demand for shorter production runs, versioning, and late-stage customization across labels, flexible packaging, folding cartons, and corrugated board.

Textile Printing: Explosive growth in direct-to-fabric and dye-sublimation digital textile printing, displacing screen printing in fashion, home décor, and sportswear supply chains.

Paper & Books: Print-on-demand book production and educational material printing benefiting from digital's zero-inventory, just-in-time model for publishers and academic institutions.

Others: Décor, ceramics, glass, electronics, and promotional products spanning the broad industrial digital print opportunity.

4. By Packaging Sub-Segment

Labels: The most digitally penetrated packaging sub-segment, with digital label presses now mainstream across food & beverage, pharma, and personal care brand owners.

Flexible Packaging: Emerging digital press platforms targeting short-run flexible pouches and wrappers, enabling brand versioning and rapid new product launch cycles.

Cartons & Corrugated Packaging: High-speed digital presses and inkjet carton systems enabling personalized shelf-ready packaging and on-demand secondary packaging production.

Metal Packaging: Digital direct-to-metal printing unlocking customization for beverage cans, aerosol containers, and promotional metal packaging formats.

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□ Regional Insights

North America: Currently holds a highly dominant market share in the global landscape. This leadership is sustained by a mature commercial printing ecosystem, strong adoption of production inkjet and digital label presses, high per-capita print consumption, and an advanced packaging supply chain increasingly driven by brand-owner demand for short-run customization and sustainability-compliant print solutions.

Asia-Pacific: Anticipated to register the fastest growth rate throughout the forecast period. Rapid expansion of the e-commerce packaging sector, massive textile manufacturing output, and growing investments in domestic brand development across China, India, Japan, and Southeast Asia are fueling accelerated digital press adoption. Government-backed smart manufacturing initiatives are further catalyzing the replacement of legacy analog printing infrastructure with digitally connected production systems.

Europe: A mature and innovation-driven market, with strong momentum in digital textile printing, sustainable packaging solutions, and wide-format display graphics. Stringent EU environmental regulations on VOC emissions and single-use plastics are accelerating migration to eco-compliant digital ink platforms, while Germany, the UK, Italy, and the Netherlands lead in industrial inkjet and digital label press installations.

Middle East & Africa and South America: Emerging growth regions demonstrating increased investment in digital signage, label production, and packaging print infrastructure as local brand ecosystems mature and international FMCG brands expand distribution footprints requiring locally adapted packaging solutions.

□ Top Key Companies

The global landscape is highly consolidated around critical hardware manufacturers, ink chemistry specialists, and integrated print solutions providers, which include:

□HP Inc. (US): The global dominant leader in digital printing hardware, delivering PageWide and Indigo electrophotographic press platforms that serve commercial print, labels, packaging, and textile segments across international markets.

□Canon Inc. (Japan): A global leader combining high-speed production inkjet systems with precise color management solutions to serve commercial print, publishing, and transactional output environments worldwide.

□Epson (Japan): A major specialist executing large-scale textile, signage, and label digital printing programs through its PrecisionCore inkjet technology platform designed to secure competitive advantages in industrial print applications.

□Xerox Corporation (US): A global commercial provider offering highly tailored, data-driven digital production press solutions and workflow software for enterprise, in-plant, and commercial print operations.

□Ricoh Company (Japan): A global leader combining sophisticated production inkjet and electrophotographic printing with extensive managed print services to protect and grow customer digital transformation journeys.

□Konica Minolta (Japan): An international specialist bringing expansive AccurioPress production press platforms and digital textile solutions to major commercial and industrial print corridors.

□EFI (Electronics for Imaging, US): A pioneer in integrating digital front-end workflow software with high-speed inkjet and display graphics hardware to deliver end-to-end print automation ecosystems.

□Roland DG Corporation (Japan): A major player combining wide-format inkjet printing with cutting and milling capabilities to serve sign making, vehicle wrapping, and personalized merchandise markets globally.

□Mimaki Engineering (Japan): A scaling innovator specializing in delivering UV-curable and dye-sublimation wide-format printing solutions designed for industrial textile, signage, and 3D decoration applications.

□Heidelberger Druckmaschinen (Germany): An international press engineering leader bringing expansive digital-offset hybrid production systems and Primefire inkjet press platforms to protect commercial print operators against accelerating analog-to-digital migration pressures.

□ Emerging Trends and Future Outlook

The future of the digital printing market lies in the breakdown of silos between print production, brand management, and supply chain logistics. Industry leaders are focusing on creating

cohesive digital print ecosystems where a brand owner or converter doesn't just procure printed output, but continuously generates production and color quality data via connected press platforms to optimize their next campaign execution cycle. This data simultaneously allows press manufacturers to refine printhead and ink formulation roadmaps and proactively push firmware and ICC profile updates to presses before color drift or substrate incompatibility issues impact production efficiency.

As multi-substrate inkjet technology, AI-powered color management, and cloud-based workflow orchestration continue to converge with sustainable ink chemistry innovation, automated job imposition, press-ready file verification, and real-time production cost analytics will become standard benchmarks ensuring that the digital printing market remains highly accurate, responsive to brand demand signals, and structurally resilient against the increasing complexity of global packaging and commercial print supply chains.

□ FAQs

Q – How does the growth of e-commerce and direct-to-consumer brands impact the total addressable market for digital printing?

Ans – The explosive growth of e-commerce and DTC brand launches is dramatically expanding the total addressable market for digital label and packaging printing. New brand entrants require short production runs, rapid design iteration, and product versioning that analog printing methods cannot economically support below minimum order quantities. Digital printing removes these barriers entirely, enabling emerging brands to access professionally printed packaging from the first unit lowering the financial friction of brand launches and expanding the universe of potential print buyers by an estimated 30% to 50% compared to traditional offset print procurement models.

Q – What core technology criteria should print service providers evaluate before investing in production digital press platforms?

Ans – Print service providers must evaluate substrate versatility and ink compatibility against their target application mix, benchmark native print speed and total cost per printed sheet across realistic job queue simulations, and rigorously assess digital front-end workflow integration capabilities with existing MIS and ERP systems. Color management consistency across press units, long-term printhead durability and replacement economics, and vendor support infrastructure depth are equally critical evaluation dimensions before committing capital to production digital press acquisitions.

□□ Regional & Country-Level Reports by Market Research Future:

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