

## Printing Inks - Global Strategic Business Report 2018

### Stable Production and Retailing of Manufactured Goods and the Growing Need for Packaging Innovation Drive Demand for Printing Inks

The global market for Printing Inks is projected to reach US\$20.4 billion by 2022, driven by growing opportunities in the packaging print sector supported by steady growth in consumer retail sales and the ensuing importance of printed materials in packaging and labelling; and rising adoption of environmental friendly printing inks such as water-based and UV-cured printing inks.

The printing inks market comprising lithographic, flexographic, gravure and digital inks among others, is cyclical in nature with demand patterns primarily dependent on macro-economic variables such as GDP growth and business climate in end-use sectors such as publication, commercial printing and packaging printing. While demand from publishing industry will continue to wane given the accelerated migration from print to digital and online media publications, demand from packaging industry will see steady growth. Stable consumer consumption and spending and the resulting increase in production and retailing of manufactured goods and the subsequent rise in packaging activity, will drive demand for a range of packaging printing inks in the coming years. Growing prominence of digital printing will especially drive demand prospects for digital inks in coming years. New advancements in digital technology are expected to provide huge business opportunities to inkjet ink suppliers in the areas of packaging, textile and commercial printing.

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Increasing adoption of eco-friendly inks such as water-based printing inks and UV-cured inks is also poised to support growth in the market. Stringent environmental guidelines that exert pressure on printing ink manufacturers to reduce or even eliminate VOCs from their products, and growing environmental awareness among consumers are driving strong focus on water-based and UV-cured inks. Rising investments in R&D, amidst intensifying competition and environmental concerns, is poised to benefit the market for printing inks. Product development efforts will increasingly be focused on engineering products with smaller environmental footprint, superior energy efficiency and enhanced resistance to chemicals such as solvents and cleaners. Advancements in UV-cured inks will continue to result in improved product functionalities such as enhanced opacity, better print quality, compatibility with high-speed printing, and environmental compliance, thereby driving their demand.

The United States continues to remain the largest market worldwide, by value. Asia-Pacific however tops the market in terms of volume sales. The region also ranks as the fastest growing market with dollar sales waxing at a CAGR of 6.1% and volume sales at 6.3% over the analysis period, led by factors such as growing trend of outsourced commercial printing to low cost Asian countries like Singapore and Taiwan; rising sales of inkjet printers and digital printers; robust textile industry and resulting increase in consumption of textile inks; rising retail sales and increase in retail print advertising and product packaging and labelling needs. Lithographic inks represents the largest market by process type, while digital inks with dollar sales waxing at a CAGR of 5.9% over the analysis period represents the fastest growing market driven by improvements seen in digital-printing technology and widespread use of inkjet printing.

### COMPANY AND INDUSTRY NEWS & STORIES

- Siegwirk Druckfarben to Acquire Tupahue Tintas in a Bid to Expand its Presence in Latin America
- Siegwirk Launches ColorTissue to Add High Color Intensity for Serviettes, Kitchen Towel and Other Tissue Products
- With an Aim to Expand Water-based Ink Business, Siegwirk Acquires Van Son Liquids B.V.
- PolyOne Snaps Up Rutland Holding Company in a Bid to Expand its Portfolio of Specialty Color, Additives and Inks Solutions
- INX International to Roll Out INXhrc Eco-Friendly Product Line for Enabling Flexographic & Gravure Printing on Various End-Use Packages

### OUTLOOK IN KEY MARKET SEGMENTS

- Digital Printing Inks market is projected to witness the fastest growth driven by growing prominence of ink jet printing, a non-impact imaging process in the overall print industry.
- Lithographic Printing Inks market ranks as the largest market supported by the introduction of photographic prepress processes that offer greater compatibility for offset inks.

## PRODUCT DEFINITION & SCOPE

Printing inks are combinations of chemical additives and pigments in oils, resins, organic solvents and water. Resinous binders are useful to stick the ink onto the printed product, while performance additive improve surface leveling, transfer and other properties needed to cover the substrate.

Company profiles are primarily based on public domain information including company URLs. The report profiles 171 companies including many key and niche players such as:

- ALTANA AG (Germany)
- Dainichiseika Color & Chemicals Mfg. Co., Ltd. (Japan)
- DIC Corporation (Japan)
- Sun Chemical Corp. (USA)
- Flint Group (Luxembourg)
- Fujifilm UK Ltd. (UK)
- hubergroup (Germany)
- Royal Dutch Printing Ink Factories Van Son (Holland)
- Sakata Inx Corporation (Japan)
- INX International Ink Co. (USA)
- SAKATA Inx (India) Private Limited (India)
- Siegwark Druckfarben AG & Co. KGaA (Germany)
- T & K Toka Co. Ltd. (Japan)
- Tokyo Printing Ink Mfg. Co. Ltd. (Japan)
- Toyo Ink SC Holdings Co., Ltd. (Japan)
- Wikoff Color Corporation (USA)

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