

Digital Printing Ink Market Size, Share & Growth Analysis Forecast to 2032

The Global Digital Printing Ink Market has recently been analysed and explored by **Fortune Business Insights™** in their latest market research report. The team of dedicated analysts and researchers has gone to great lengths to provide a comprehensive overview of both current and future scenarios pertaining to the Digital Printing Ink Market. As a result, this report is packed with valuable insights that will be highly advantageous for industry players looking to maintain a competitive edge.

The report also highlights limiting factors and regional industrial presence that may impact market growth trends beyond the forecast period of 2032. The market research aims to gain a complete understanding of the industry's potential and provide information that will help companies to make informed decisions. The Digital Printing Ink Market Report is an impressive 100+ page document that includes a comprehensive table of contents, a list of figures, tables and graphs, as well as a comprehensive analysis.



Digital Printing Ink Market

Get a Free Sample PDF Brochure:

<https://www.fortunebusinessinsights.com/enquiry/request-sample-pdf/108924>

Forecast Growth Projected:

The global digital printing ink market was valued at USD 3.21 billion in 2022 and is expected to grow from USD 3.43 billion in 2023 to USD 5.54 billion by 2030, reflecting a CAGR of 7.1% over the forecast period.

List of the Key Players in the Digital Printing Ink Market:

- Sun Chemical (U.S.)
- Siegwerk Druckfarben AG & Co. KGaA (Germany)

- INX International Ink Co. (U.S.)
- Nazdar (U.S.)
- DuPont (U.S.)
- Marabu GmbH & Co.KG (Germany)
- NUtec Digital Ink (Pty) Ltd. (South Africa)

Competitors Landscape:

The realm of Digital Printing Ink Market is rife with cutthroat competition and fragmentation, a result of the considerable presence of both global conglomerates and domestic contenders. Industry insiders situated in diverse geographical regions are formulating and executing effective strategies to exploit unexplored opportunities and extend their business outreach. In this highly aggressive environment, prominent players are aggressively pursuing tactics to enhance their market share through various channels.

Segmentation Analysis:

By Type:

- **Solvent-based inks** held the largest market share in 2022 due to their superior adhesion, durability, and resistance to elements like water and light. They are suitable for various substrates like plastics and metals and are widely used in packaging, textiles, and advertising. However, high costs and environmental regulations may limit growth.
- **Water-based inks** are gaining traction due to their eco-friendliness, vibrant colors, and ease of use. They provide high-quality, fade-resistant prints and are compatible with a wide range of printing machines, making them ideal for versatile applications.
- **UV-based inks** are expected to grow significantly due to their excellent durability, print quality, and resistance to scratching and fading. These inks are cured using UV light, ensuring strong adherence to substrates.

By Application:

- **Print media** leads the market due to the high demand for sharp, vibrant, and customizable prints in books, magazines, and brochures. The trend toward shorter print runs and advanced printing technologies supports this growth.
- **Packaging & labels** segment is expanding rapidly, driven by the demand for vibrant, fast-drying, and durable inks that work on materials like cardboard and plastic. Digital printing also reduces waste, supporting eco-friendly initiatives.
- **Textile printing** is growing steadily as digital inks allow direct application on fabrics, enabling cost-effective, small-run, and custom designs. This flexibility makes them ideal for custom fashion and textile uses.

Key Drivers of the Digital Printing Ink Market:

- **Rising demand for customized printing:** Increasing preference for personalized products and short-run printing in sectors like textiles, packaging, and marketing materials is boosting demand for digital printing inks.
- **Growth of the packaging industry:** The surge in e-commerce and retail sectors has increased the need for high-quality, durable, and visually appealing packaging, driving the use of digital printing inks.

- **Technological advancements:** Innovations in digital printing technology, including improved ink formulations and advanced printing equipment, are enhancing print quality and expanding application areas.
- **Eco-friendly and sustainable solutions:** The shift toward environmentally friendly printing solutions, such as water-based and low-VOC inks, is driving market growth as businesses seek greener alternatives.

Key Industry Developments:

- **June 2023** – Sun Chemical Company introduced the new Xennia Amethyst Evo RC reactive printing ink for digital textile printing. This new digital textile printing inks offer strength and color efficiency.

Get Your Customization Research Report:

<https://www.fortunebusinessinsights.com/enquiry/customization/108924>

About Us:

Fortune Business Insights™ delivers accurate data and innovative corporate analysis, helping organizations of all sizes make appropriate decisions. We tailor novel solutions for our clients, assisting them to address various challenges distinct to their businesses. Our aim is to empower them with holistic market intelligence, providing a granular overview of the market they are operating in.

Contact Us:

Fortune Business Insights Pvt. Ltd.

9th Floor, Icon Tower,

Baner - Mahalunge Road, Baner,

Pune-411045, Maharashtra, India.

Phone:

US: +18339092966

UK: +448085020280

APAC: +91 744 740 1245

Email: sales@fortunebusinessinsights.com