

United States Printing Inks Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

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Report description:

The US printing inks market stood at around 990 kilotons in 2021, and it is expected to register a CAGR of more than 2.7% during the forecast period (2022-2027).

The impact of COVID-19 was negligible on the market, and the market is expected to grow at a steady rate during the forecast period.

Key Highlights

The major factors driving the growth of the market studied include the growing demand from the digital printing industry and rising demand from the packaging and labels sector.

On the flip side, rising demand for digital advertisements and e-books and stringent regulations regarding disposal are expected to hinder the growth of the market studied.

US Printing Inks Market Trends

Water-based Inks to Observe the Highest Growth

Water-based inks have pigments or dyes in a colloidal suspension of solvent, with the solvent being water. Although there can be other co-solvents, the main solvent in water-based inks is water.

These printing inks are used majorly in flexographic printing processes and gravure for applications, such as beverage and

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detergent cartons and gift wrap. Water-based inks require higher temperature and longer dry exposure time to drive off water and constituents with lower vapor pressure.

The main driving force for the usage of water-based inks is that they not only reduce the VOCs but also completely remove hazardous chemicals from the ink.

With the development of new printing processes and additives, water-based inks are now majorly used in almost all printing processes and on most materials for many different applications.

Water-based inks work well in printing applications involving paper, cardboard, and textiles, and they are used to print on foils, plastics, and food packaging.

Hence, water-based inks are likely to exhibit the highest growth in the US printing ink market with the growing research on water-based inks, making them suitable for diverse purposes.

Flexible Packaging Segment to Dominate the Market

Flexible packaging is the largest packaging application segment of the overall packaging market, owing to its various advantages, such as requiring 91% lesser material than rigid packaging and about 96% of space-saving.

Moreover, with an increasing focus on sustainability, traditional rigid packaging solutions are being replaced by innovative and flexible packaging solutions.

In the food industry, flexible packaging is preferred due to its moisture absorption properties, product freshness, and temperature control while being able to maintain the shelf life of the product. Cigarettes and associated tobacco products are major products for the flexible packaging industry, among other products, such as bottled water.

The demand for lightweight and innovative packaging solutions from the food industry is majorly driving the market.

The growing trend of online interaction with consumers is the new branding technique for companies, as they are eager to forge a longer-lasting two-way relationship with consumers by integrating with social media.

Flexible packaging inks also offer many advantages to brand owners, retailers, and consumers, such as high graphic appearance. They also contribute to the performance of the package by preserving the quality of the images during manufacturing, packaging, transportation, and end use of products.

Thus, based on the aforementioned aspects, Flexible packaging is expected to dominate the market.

US Printing Inks Market Competitor Analysis

The US printing inks market is fragmented in nature, with no company holding a major share in the market. The top manufacturers of the market (in no particular order) include Sun Chemical, Flint Group, Sakata Inx Corporation, and Siegwerk Druckfarben AG & Co. KGaA.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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