

Hybrid Printing Market by Technology (UV Inkjet Printing, Water Based Printing, Solvent Printing, LED Curable, Dye Sublimation), Substrate (Textile & Fabric, Paper, Glass, Plastic, Metal), Application, End-use Industry and Region - Global Forecast to 2028

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Report description:

The Hybrid Printing market is projected to grow from USD 5.5 billion in 2023 and is projected to reach USD 10.2 billion by 2028; it is expected to grow at a CAGR of 13.2% from 2023 to 2028.

The effectiveness and environmental benefits as compared to other printing methods and surging demand for high-quality printing in packaging and labelling application are the factors expected to fuel the growth of the hybrid printing market.

"Solvent printing segment of the hybrid printing market to witness second largest market share during the forecast period."

Solvent-based printing contains organic solvents as the primary carrier for pigment or dye. Solvent-based inks use volatile organic compounds (VOCs) to dry. This makes them a versatile printing process that can be used on various substrates, including paper, plastic, metal, and glass. Solvent-based hybrid printing is widely used for printing outdoor signage, billboards, banners, and other large-format displays. Their durability, weather resistance, and vibrant colors suit them for long-term outdoor exposure.

"Label printing application segment to witness significant growth for hybrid printing market during the forecast period."

Label printing plays a vital role in the food and beverage industry, providing high-quality labels with essential product information, complying with regulations, and enhancing branding and marketing efforts. With visually appealing graphics and quick production, hybrid printing allows customization for various products and facilitates seasonal and promotional label creation. Moreover, it aids in efficient product identification and tracking throughout the supply chain. The versatility, cost-effectiveness, and swift production make hybrid label printing an invaluable asset for businesses seeking effective branding, customer engagement, and compliance in the competitive food and beverage market.

"Asia Pacific to hold a major market share of the hybrid printing market during the forecast period." In Asia Pacific, the market is

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currently driven by the growing demand for innovative and visually appealing packaging solutions and the Growing adoption of digital printing technologies. Cloud-based printing solutions are gaining traction in Asia Pacific as businesses seek to improve security and collaboration. Technological advancements in ink formulations and print head technology have improved the performance, color gamut, and print speed of hybrid printers, which has made them more competitive and efficient. In February 2022, Ricoh Asia Pacific Pte Ltd. (Japan) announced the launch of its new Pro VC7000 hybrid printer, which features a printhead that can switch between inkjet and toner printing. This allows the printer to produce high-quality prints on a variety of media, including paper, plastics, and textiles.

Extensive primary interviews were conducted with key industry experts in the hybrid printing market space to determine and verify the market size for various segments and subsegments gathered through secondary research. The break-up of primary participants for the report has been shown below:

The break-up of the profile of primary participants in the hybrid printing market:

- By Company Type: Tier 1 - 20%, Tier 2 - 45%, and Tier 3 - 35%
- By Designation: C Level - 35%, Director Level - 40%, Others-25%
- By Region: North America - 25%, Asia Pacific - 45%, Europe - 20%, ROW- 10%

The report profiles key players in the hybrid printing market with their respective market ranking analysis. Prominent players profiled in this report are FUJIFILM Holdings Corporation (Japan), HP Development Company, L.P (US), Ricoh (Japan), Konica Minolta (Japan), Bobst (Switzerland), Electronics For Imaging, Inc. (US), Seiko Epson (Japan), Koenig & Bauer AG (Germany), Heidelberger Druckmaschinen AG (Germany), among others.

Apart from this, Kento Digital Printing (Spain), KTK (Spain), The M&R Companies (US), Floraprinter (China), JETSCI (India), and Xeikon (Netherlands), are among a few emerging companies in the hybrid printing market.

Research Coverage: This research report categorizes the hybrid printing market on the basis of technology, substrate, application, end-use industry, and region. The report describes the major drivers, restraints, challenges, and opportunities pertaining to the hybrid printing market and forecasts the same till 2028. Apart from these, the report also consists of leadership mapping and analysis of all the companies included in the hybrid printing market ecosystem.

Key Benefits of Buying the Report The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall hybrid printing market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

-□Analysis of key drivers (Increased demand for high-quality printing in packaging and labelling applications; Rising demand for personalized printing materials; Increased demand for short-run printing; Cost effective and environmentally friendly than other printing methods), restraints (Operational complexities and need for skilled operators), opportunities (Expanding e-commerce market, development of new technologies related to hybrid printing) and challenges (Need for specialized training and expertise; High initial investment and maintenance cost) influencing the growth of the hybrid printing market.

-□Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the hybrid printing market.

-□Market Development: Comprehensive information about lucrative markets - the report analysis the hybrid printing market across varied regions

-□Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the hybrid printing market

-□Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like FUJIFILM Holdings Corporation (Japan), HP Development Company, L.P (US), Ricoh (Japan), Konica Minolta (Japan), Bobst (Switzerland), among others in the hybrid printing market.

Table of Contents:

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1	INTRODUCTION	33
1.1	STUDY OBJECTIVES	33
1.2	MARKET DEFINITION	34
1.3	INCLUSIONS AND EXCLUSIONS	34
1.4	STUDY SCOPE	35
1.4.1	MARKETS COVERED	35
	FIGURE 1 HYBRID PRINTING MARKET SEGMENTATION	35
1.4.2	REGIONAL SCOPE	36
1.4.3	YEARS CONSIDERED	36
1.5	CURRENCY CONSIDERED	36
1.6	LIMITATIONS	37
1.7	STAKEHOLDERS	37
1.8	RECESSION IMPACT	37
2	RESEARCH METHODOLOGY	38
2.1	RESEARCH DATA	38
	FIGURE 2 RESEARCH DESIGN	38
2.1.1	SECONDARY DATA	39
2.1.1.1	Major secondary sources	39
2.1.1.2	Key data from secondary sources	40
2.1.2	PRIMARY DATA	40
2.1.2.1	Breakdown of primaries	40
2.1.2.2	Key data from primary sources	41
2.1.3	SECONDARY AND PRIMARY RESEARCH	42
2.1.3.1	Key industry insights	42
2.2	MARKET SIZE ESTIMATION	43
	FIGURE 3 RESEARCH FLOW FOR MARKET SIZE ESTIMATION	43
	FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY (SUPPLY SIDE): REVENUE OF MARKET PLAYERS	44
2.2.1	BOTTOM-UP APPROACH	45
	FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH	45
2.2.1.1	Approach to derive market size using bottom-up analysis (demand side)	45
2.2.2	TOP-DOWN APPROACH	45
	FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH	46
2.2.2.1	Approach to derive market size using top-down analysis (supply side)	46
2.3	MARKET BREAKDOWN AND DATA TRIANGULATION	47
	FIGURE 7 DATA TRIANGULATION	47
	?	
2.4	RESEARCH ASSUMPTIONS	48
	TABLE 1 ASSUMPTIONS	48
2.5	APPROACH TO ANALYZE RECESSION IMPACT ON HYBRID PRINTING MARKET	49
2.6	RISK ASSESSMENT	49
	FIGURE 8 RISK ASSESSMENT	49
2.7	RESEARCH LIMITATIONS	50
3	EXECUTIVE SUMMARY	51
	FIGURE 9 UV INKJET PRINTING SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD	52
	FIGURE 10 PAPER SEGMENT TO HOLD LARGEST MARKET SHARE IN 2028	52
	FIGURE 11 LABEL PRINTING SEGMENT TO RECORD HIGHEST CAGR BETWEEN 2023 AND 2028	53

FIGURE 12	FOOD & BEVERAGE SEGMENT TO HOLD LARGEST MARKET SHARE IN 2028	54
FIGURE 13	ASIA PACIFIC ACCOUNTED FOR LARGEST SHARE OF HYBRID PRINTING MARKET IN 2022	55
4	PREMIUM INSIGHTS	56
4.1	ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN HYBRID PRINTING MARKET	56
FIGURE 14	INCREASING DEMAND FOR HYBRID PRINTING IN FOOD & BEVERAGE AND PHARMACEUTICAL INDUSTRIES	56
4.2	HYBRID PRINTING MARKET, BY TECHNOLOGY	57
FIGURE 15	UV INKJET PRINTING SEGMENT TO DOMINATE HYBRID PRINTING MARKET DURING FORECAST PERIOD	57
4.3	HYBRID PRINTING MARKET, BY SUBSTRATE	57
FIGURE 16	PAPER SEGMENT TO HOLD LARGEST SHARE OF HYBRID PRINTING MARKET IN 2023	57
4.4	HYBRID PRINTING MARKET, BY APPLICATION	58
FIGURE 17	LABEL PRINTING SEGMENT TO REGISTER HIGHEST CAGR FROM 2023 TO 2028	58
4.5	HYBRID PRINTING MARKET, BY END-USER INDUSTRY	58
FIGURE 18	PHARMACEUTICAL SEGMENT TO RECORD HIGHEST CAGR FROM 2023 TO 2028	58
4.6	HYBRID PRINTING MARKET, BY COUNTRY	59
FIGURE 19	HYBRID PRINTING MARKET IN CHINA TO REGISTER HIGHEST CAGR FROM 2023 TO 2028	59
5	MARKET OVERVIEW	60
5.1	INTRODUCTION	60
5.2	MARKET DYNAMICS	61
FIGURE 20	HYBRID PRINTING MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES	61
5.2.1	DRIVERS	61
5.2.1.1	Increased demand for high-quality printing in packaging and labeling applications	61
5.2.1.2	Rising demand for personalized printed materials	62
5.2.1.3	Increased demand for short-run printing	63
5.2.1.4	Cost-effective and environmentally friendly than other printing methods	63
FIGURE 21	HYBRID PRINTING MARKET: DRIVERS AND THEIR IMPACT	64
5.2.2	RESTRAINTS	65
5.2.2.1	Operational complexities and need for skilled operators	65
FIGURE 22	HYBRID PRINTING MARKET: RESTRAINTS AND THEIR IMPACT	65
5.2.3	OPPORTUNITIES	66
5.2.3.1	Expanding e-commerce market	66
5.2.3.2	Development of new technologies related to hybrid printing	66
FIGURE 23	HYBRID PRINTING MARKET: OPPORTUNITIES AND THEIR IMPACT	67
5.2.4	CHALLENGES	67
5.2.4.1	Need for specialized training and expertise	67
5.2.4.2	High initial investment and maintenance costs	68
FIGURE 24	HYBRID PRINTING MARKET: CHALLENGES AND THEIR IMPACT	68
5.3	VALUE CHAIN ANALYSIS	68
FIGURE 25	HYBRID PRINTING MARKET: VALUE CHAIN ANALYSIS	69
5.4	ECOSYSTEM ANALYSIS	71
FIGURE 26	HYBRID PRINTING MARKET: ECOSYSTEM ANALYSIS	71
TABLE 2	COMPANIES AND THEIR ROLE IN HYBRID PRINTING ECOSYSTEM	71
5.5	PRICING ANALYSIS	72
5.5.1	AVERAGE SELLING PRICE (ASP) OF DIFFERENT HYBRID PRINTERS	72
FIGURE 27	AVERAGE SELLING PRICE (ASP) OF HYBRID PRINTING TECHNOLOGIES OFFERED BY FOUR KEY PLAYERS, BY APPLICATION	73
5.5.2	AVERAGE SELLING PRICE (ASP) TREND	73
FIGURE 28	AVERAGE SELLING PRICE (ASP) OF LED CURABLE TECHNOLOGY, 2023-2028	73

FIGURE 29	AVERAGE SELLING PRICE (ASP) OF UV INKJET PRINTING TECHNOLOGY, 2023-2028	74
5.6	TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES	74
5.6.1	REVENUE SHIFT AND NEW REVENUE POCKETS FOR HYBRID PRINTING PROVIDERS	74
FIGURE 30	REVENUE SHIFT AND NEW REVENUE POCKETS FOR HYBRID PRINTING MARKET PLAYERS	74
5.7	TECHNOLOGY ANALYSIS	75
5.7.1	KEY TECHNOLOGY TRENDS	75
5.7.1.1	Variable Data Printing (VDP)	75
5.7.1.2	Offset printing	75
5.7.2	ADJACENT TECHNOLOGIES	76
5.7.2.1	Lamination and coating in hybrid printing	76
5.8	PORTER'S FIVE FORCES ANALYSIS	76
TABLE 3	HYBRID PRINTING MARKET: PORTER'S FIVE FORCES ANALYSIS	77
FIGURE 31	HYBRID PRINTING MARKET: PORTER'S FIVE FORCES ANALYSIS	77
5.8.1	INTENSITY OF COMPETITIVE RIVALRY	77
5.8.2	BARGAINING POWER OF SUPPLIERS	78
5.8.3	BARGAINING POWER OF BUYERS	78
5.8.4	THREAT OF SUBSTITUTES	78
5.8.5	THREAT OF NEW ENTRANTS	78
5.9	KEY STAKEHOLDERS AND BUYING CRITERIA	79
5.9.1	KEY STAKEHOLDERS IN BUYING PROCESS	79
FIGURE 32	INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE END-USER INDUSTRIES	79
TABLE 4	INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE END-USER INDUSTRIES (%)	79
5.9.2	BUYING CRITERIA	80
FIGURE 33	KEY BUYING CRITERIA FOR TOP THREE END-USER INDUSTRIES	80
TABLE 5	KEY BUYING CRITERIA FOR TOP THREE END-USER INDUSTRIES	80
5.10	CASE STUDY ANALYSIS	81
TABLE 6	PCI PRINTING INCORPORATED EFI PRO 16H HYBRID PRINTERS INTO OPERATIONS TO BOOST PROFITABILITY AND EFFICIENCY	81
TABLE 7	MAMS IMPROVED PRINTING CAPABILITIES USING RICOH PRO C9210S	81
TABLE 8	CHIYODA REVOLUTIONIZED INTERIOR DECORATION PRINTING USING AGFA INTERIOJET PRINTING PRESS	82
TABLE 9	DAIDOH BAGS INCREASED PRODUCTION OF PERSONALIZED LEATHER BAGS USING MIMAKI UJF-3001 LED UV PRINTER	82
TABLE 10	MD LABELS DEPLOYED MARK ANDY'S HYBRID PRINTING SOLUTIONS	82
5.11	TRADE ANALYSIS	83
FIGURE 34	IMPORT DATA FOR PRODUCTS UNDER HS CODE 844339, BY COUNTRY, 2018?2022 (USD MILLION)	83
FIGURE 35	EXPORT DATA FOR PRODUCTS UNDER HS CODE 844339, BY COUNTRY, 2018?2022 (USD MILLION)	84
5.12	TARIFF ANALYSIS	84
TABLE 11	TARIFF FOR HYBRID PRINTERS EXPORTED BY US, 2022	85
TABLE 12	TARIFF FOR HYBRID PRINTERS EXPORTED BY CHINA, 2022	85
TABLE 13	TARIFF FOR HYBRID PRINTERS EXPORTED BY GERMANY, 2022	85
5.13	PATENT ANALYSIS	86
FIGURE 36	COMPANIES WITH HIGHEST NUMBER OF PATENT APPLICATIONS IN LAST 10 YEARS	86
TABLE 14	TOP 20 PATENT OWNERS IN LAST 10 YEARS	86
FIGURE 37	NUMBER OF PATENTS GRANTED PER YEAR, 2012?2023	87
5.13.1	LIST OF MAJOR PATENTS	87
TABLE 15	HYBRID PRINTING MARKET: PATENT ANALYSIS	87
5.14	KEY CONFERENCES AND EVENTS, 2023-2024	91
TABLE 16	HYBRID PRINTING MARKET: LIST OF KEY CONFERENCES AND EVENTS	91

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5.15 REGULATORY LANDSCAPE 94

5.15.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS RELATED TO HYBRID PRINTING 94

TABLE 17 INTERNATIONAL: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 94

TABLE 18 NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 95

TABLE 19 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 95

TABLE 20 ASIA PACIFIC: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 96

TABLE 21 ROW: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 97

5.15.2 STANDARDS 97

TABLE 22 NORTH AMERICA: SAFETY STANDARDS RELATED TO HYBRID PRINTING 97

TABLE 23 EUROPE: SAFETY STANDARDS RELATED TO HYBRID PRINTING 98

TABLE 24 ASIA PACIFIC: SAFETY STANDARDS RELATED TO HYBRID PRINTING 99

TABLE 25 ROW: SAFETY STANDARDS RELATED TO HYBRID PRINTING 99

6 HYBRID PRINTING MARKET, BY SUBSTRATE 100

6.1 INTRODUCTION 101

FIGURE 38 PAPER SEGMENT TO DOMINATE HYBRID PRINTING MARKET DURING FORECAST PERIOD 101

TABLE 26 HYBRID PRINTING MARKET, BY SUBSTRATE, 2019-2022 (USD MILLION) 102

TABLE 27 HYBRID PRINTING MARKET, BY SUBSTRATE, 2023-2028 (USD MILLION) 102

6.2 PAPER 102

6.2.1 INCREASING DEMAND FOR PAPER AS SUBSTRATE IN PACKAGING APPLICATIONS 102

TABLE 28 PAPER: HYBRID PRINTING MARKET, BY APPLICATION, 2019-2022 (USD MILLION) 103

TABLE 29 PAPER: HYBRID PRINTING MARKET, BY APPLICATION, 2023-2028 (USD MILLION) 103

6.3 PLASTICS 103

6.3.1 GROWING ADOPTION OF PLASTIC SUBSTRATES IN HYBRID PRINTING IN COSMETICS AND CONSUMER ELECTRONICS INDUSTRIES 103

TABLE 30 PLASTICS: HYBRID PRINTING MARKET, BY APPLICATION, 2019-2022 (USD MILLION) 104

TABLE 31 PLASTICS: HYBRID PRINTING MARKET, BY APPLICATION, 2023-2028 (USD MILLION) 104

6.4 METALS 105

6.4.1 INCREASING DEMAND FOR ALUMINUM SUBSTRATES IN PACKAGING APPLICATIONS 105

TABLE 32 METALS: HYBRID PRINTING MARKET, BY APPLICATION, 2019-2022 (USD MILLION) 105

TABLE 33 METALS: HYBRID PRINTING MARKET, BY APPLICATION, 2023-2028 (USD MILLION) 106

6.5 TEXTILE & FABRIC 106

6.5.1 RISING USE OF TEXTILE & FABRIC SUBSTRATES IN HYBRID PRINTING OF PROMOTIONAL MATERIALS 106

TABLE 34 TEXTILE & FABRIC: HYBRID PRINTING MARKET, BY APPLICATION, 2019-2022 (USD MILLION) 107

TABLE 35 TEXTILE & FABRIC: HYBRID PRINTING MARKET, BY APPLICATION, 2023-2028 (USD MILLION) 107

6.6 GLASS 107

6.6.1 GROWING USE OF GLASS SUBSTRATES IN PACKAGING AND LABELING APPLICATIONS 107

TABLE 36 GLASS: HYBRID PRINTING MARKET, BY APPLICATION, 2019-2022 (USD MILLION) 108

TABLE 37 GLASS: HYBRID PRINTING MARKET, BY APPLICATION, 2023-2028 (USD MILLION) 108

6.7 OTHERS 108

TABLE 38 OTHERS: HYBRID PRINTING MARKET, BY APPLICATION, 2019-2022 (USD MILLION) 109

TABLE 39 OTHERS: HYBRID PRINTING MARKET, BY APPLICATION, 2023-2028 (USD MILLION) 109

7 HYBRID PRINTING MARKET, BY TECHNOLOGY 110

7.1 INTRODUCTION 111

FIGURE 39 UV INKJET PRINTING SEGMENT TO DOMINATE HYBRID PRINTING MARKET DURING FORECAST PERIOD 112

TABLE 40 HYBRID PRINTING MARKET, BY TECHNOLOGY, 2019-2022 (USD MILLION) 112

TABLE 41 HYBRID PRINTING MARKET, BY TECHNOLOGY, 2023-2028 (USD MILLION) 112

7.2 UV INKJET PRINTING 113

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7.2.1	OFFERS HIGH VERSATILITY AND EFFICIENCY IN VARIOUS APPLICATIONS	113
TABLE 42	UV INKJET PRINTING: HYBRID PRINTING MARKET, BY APPLICATION, 2019-2022 (USD MILLION)	113
TABLE 43	UV INKJET PRINTING: HYBRID PRINTING MARKET, BY APPLICATION, 2023-2028 (USD MILLION)	114
7.3	WATER-BASED PRINTING	114
7.3.1	WIDELY USED IN PACKAGING INDUSTRY	114
TABLE 44	WATER-BASED PRINTING: HYBRID PRINTING MARKET, BY APPLICATION, 2019-2022 (USD MILLION)	115
TABLE 45	WATER-BASED PRINTING: HYBRID PRINTING MARKET, BY APPLICATION, 2023-2028 (USD MILLION)	115
7.4	SOLVENT PRINTING	115
7.4.1	RIISING APPLICATIONS IN PROMOTIONAL MATERIALS AND LARGE-FORMAT DISPLAYS	115
TABLE 46	SOLVENT PRINTING: HYBRID PRINTING MARKET, BY APPLICATION, 2019-2022 (USD MILLION)	116
TABLE 47	SOLVENT PRINTING: HYBRID PRINTING MARKET, BY APPLICATION, 2023-2028 (USD MILLION)	116
7.5	LED CURABLE	116
7.5.1	HIGHLY PREFERRED IN FOOD & BEVERAGE, PHARMACEUTICAL, AND COSMETICS INDUSTRIES	116
TABLE 48	LED CURABLE PRINTING: HYBRID PRINTING MARKET, BY APPLICATION, 2019-2022 (USD MILLION)	117
TABLE 49	LED CURABLE PRINTING: HYBRID PRINTING MARKET, BY APPLICATION, 2023-2028 (USD MILLION)	117
7.6	DYE-SUBLIMATION PRINTING	118
7.6.1	EXTENSIVELY USED IN TEXTILE INDUSTRY	118
TABLE 50	DYE-SUBLIMATION PRINTING: HYBRID PRINTING MARKET, BY APPLICATION, 2019-2022 (USD MILLION)	118
TABLE 51	DYE-SUBLIMATION PRINTING: HYBRID PRINTING MARKET, BY APPLICATION, 2023-2028 (USD MILLION)	119
7.7	OTHERS	119
TABLE 52	OTHERS: HYBRID PRINTING MARKET, BY APPLICATION, 2019-2022 (USD MILLION)	119
TABLE 53	OTHERS: HYBRID PRINTING MARKET, BY APPLICATION, 2023-2028 (USD MILLION)	120
8	HYBRID PRINTING MARKET, BY APPLICATION	121
8.1	INTRODUCTION	122
FIGURE 40	PACKAGING PRINTING SEGMENT TO DOMINATE HYBRID PRINTING MARKET DURING FORECAST PERIOD	122
TABLE 54	HYBRID PRINTING MARKET, BY APPLICATION, 2019-2022 (USD MILLION)	123
TABLE 55	HYBRID PRINTING MARKET, BY APPLICATION, 2023-2028 (USD MILLION)	123
8.2	PROMOTIONAL MATERIAL	123
8.2.1	INCREASING DEMAND FOR PROMOTIONAL MATERIALS IN COSMETICS AND FOOD & BEVERAGE INDUSTRIES	123
TABLE 56	PROMOTIONAL MATERIAL: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	124
TABLE 57	PROMOTIONAL MATERIAL: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	125
8.3	PACKAGING PRINTING	125
8.3.1	RIISING TREND OF PACKAGING PRINTING IN PHARMACEUTICAL AND COSMETICS INDUSTRIES	125
TABLE 58	PACKAGING PRINTING: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	126
TABLE 59	PACKAGING PRINTING: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	126
8.4	LABEL PRINTING	127
8.4.1	GROWING DEMAND FOR LABEL PRINTING IN FOOD & BEVERAGE INDUSTRY	127
TABLE 60	LABEL PRINTING: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	127
TABLE 61	LABEL PRINTING: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	128
8.5	OTHERS	128
TABLE 62	OTHERS: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	128
TABLE 63	OTHERS: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	129
9	HYBRID PRINTING MARKET, BY END-USER INDUSTRY	130
9.1	INTRODUCTION	131
FIGURE 41	FOOD & BEVERAGE SEGMENT TO HOLD LARGEST SHARE OF HYBRID PRINTING MARKET IN 2028	131
TABLE 64	HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	131

TABLE 65	HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	132
9.2	PHARMACEUTICAL	132
9.2.1	INCREASED USE OF PACKAGING IN PHARMACEUTICAL INDUSTRY	132
TABLE 66	PHARMACEUTICAL: HYBRID PRINTING MARKET, BY REGION, 2019-2022 (USD MILLION)	133
TABLE 67	PHARMACEUTICAL: HYBRID PRINTING MARKET, BY REGION, 2023-2028 (USD MILLION)	133
9.3	TEXTILE & APPAREL	133
9.3.1	GROWING DEMAND FOR DYE-SUBLIMATION TECHNOLOGY IN TEXTILE INDUSTRY	133
TABLE 68	TEXTILE & APPAREL: HYBRID PRINTING MARKET, BY REGION, 2019-2022 (USD MILLION)	134
TABLE 69	TEXTILE & APPAREL: HYBRID PRINTING MARKET, BY REGION, 2023-2028 (USD MILLION)	134
9.4	COSMETICS	135
9.4.1	INCREASING USE OF HYBRID PRINTING FOR CUSTOMIZED PACKAGING IN COSMETICS INDUSTRY	135
TABLE 70	COSMETICS: HYBRID PRINTING MARKET, BY REGION, 2019-2022 (USD MILLION)	136
TABLE 71	COSMETICS: HYBRID PRINTING MARKET, BY REGION, 2023-2028 (USD MILLION)	136
9.5	FOOD & BEVERAGE	136
9.5.1	GROWING ADOPTION OF UV INKJET PRINTING TECHNOLOGY IN FOOD & BEVERAGE INDUSTRY	136
TABLE 72	FOOD & BEVERAGE: HYBRID PRINTING MARKET, BY REGION, 2019-2022 (USD MILLION)	137
TABLE 73	FOOD & BEVERAGE: HYBRID PRINTING MARKET, BY REGION, 2023-2028 (USD MILLION)	138
9.6	RETAIL	138
9.6.1	RIISING USE OF HYBRID PRINTING AS SUSTAINABLE SOLUTION	138
TABLE 74	RETAIL: HYBRID PRINTING MARKET, BY REGION, 2019-2022 (USD MILLION)	139
TABLE 75	RETAIL: HYBRID PRINTING MARKET, BY REGION, 2023-2028 (USD MILLION)	139
9.7	ELECTRONICS	139
9.7.1	RIISING DEMAND FOR HYBRID PRINTING IN ELECTRONICS PACKAGING AND LABELING	139
TABLE 76	ELECTRONICS: HYBRID PRINTING MARKET, BY REGION, 2019-2022 (USD MILLION)	140
TABLE 77	ELECTRONICS: HYBRID PRINTING MARKET, BY REGION, 2023-2028 (USD MILLION)	140
9.8	OTHERS	140
TABLE 78	OTHERS: HYBRID PRINTING MARKET, BY REGION, 2019-2022 (USD MILLION)	141
TABLE 79	OTHERS: HYBRID PRINTING MARKET, BY REGION, 2023-2028 (USD MILLION)	141
10	HYBRID PRINTING MARKET, BY REGION	142
10.1	INTRODUCTION	143
FIGURE 42	ASIA PACIFIC HYBRID PRINTING MARKET TO RECORD HIGHEST CAGR FROM 2023 TO 2028	144
TABLE 80	HYBRID PRINTING MARKET, BY REGION, 2019-2022 (USD MILLION)	144
TABLE 81	HYBRID PRINTING MARKET, BY REGION, 2023-2028 (USD MILLION)	144
10.2	NORTH AMERICA	145
FIGURE 43	NORTH AMERICA: HYBRID PRINTING MARKET SNAPSHOT	146
TABLE 82	NORTH AMERICA: HYBRID PRINTING MARKET, BY COUNTRY, 2019-2022 (USD MILLION)	146
TABLE 83	NORTH AMERICA: HYBRID PRINTING MARKET, BY COUNTRY, 2023-2028 (USD MILLION)	147
TABLE 84	NORTH AMERICA: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	147
TABLE 85	NORTH AMERICA: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	147
FIGURE 44	US TO RECORD HIGHEST CAGR IN NORTH AMERICAN HYBRID PRINTING MARKET FROM 2023 TO 2028	148
10.2.1	US	148
10.2.1.1	Growing adoption of high-quality printing solutions	148
TABLE 86	US: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	149
TABLE 87	US: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	149
10.2.2	CANADA	150
10.2.2.1	Rising use of hybrid printing to create labels and packaging materials in food & beverage industry	150
TABLE 88	CANADA: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	150

TABLE 89	CANADA: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	151
10.2.3	MEXICO	151
10.2.3.1	Rising demand in various applications in packaging, textile, and glass industries	151
TABLE 90	MEXICO: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	152
TABLE 91	MEXICO: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	152
10.2.4	NORTH AMERICA: RECESSION IMPACT	153
?		
10.3	EUROPE	154
FIGURE 45	EUROPE: HYBRID PRINTING MARKET SNAPSHOT	155
TABLE 92	EUROPE: HYBRID PRINTING MARKET, BY COUNTRY, 2019-2022 (USD MILLION)	155
TABLE 93	EUROPE: HYBRID PRINTING MARKET, BY COUNTRY, 2023-2028 (USD MILLION)	156
TABLE 94	EUROPE: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	156
TABLE 95	EUROPE: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	157
FIGURE 46	UK TO RECORD HIGHEST CAGR IN EUROPEAN HYBRID PRINTING MARKET FROM 2023 TO 2028	157
10.3.1	GERMANY	157
10.3.1.1	Increasing focus on development of textile and food & beverage industries	157
TABLE 96	GERMANY: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	158
TABLE 97	GERMANY: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	159
10.3.2	UK	159
10.3.2.1	Advancements in hybrid printing technology	159
TABLE 98	UK: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	160
TABLE 99	UK: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	160
10.3.3	FRANCE	160
10.3.3.1	Increasing use of hybrid printing in pharmaceutical industry attributed to superior benefits over traditional printing	160
TABLE 100	FRANCE: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	161
TABLE 101	FRANCE: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	162
10.3.4	ITALY	162
10.3.4.1	Expanding cosmetics and pharmaceutical industries	162
TABLE 102	ITALY: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	163
TABLE 103	ITALY: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	164
10.3.5	SPAIN	164
10.3.5.1	Growing use in food & beverage industry	164
TABLE 104	SPAIN: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	165
TABLE 105	SPAIN: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	165
10.3.6	REST OF EUROPE	165
TABLE 106	REST OF EUROPE: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	166
TABLE 107	REST OF EUROPE: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	166
10.3.7	EUROPE: RECESSION IMPACT	167
10.4	ASIA PACIFIC	167
FIGURE 47	ASIA PACIFIC: HYBRID PRINTING MARKET SNAPSHOT	168
TABLE 108	ASIA PACIFIC: HYBRID PRINTING MARKET, BY COUNTRY, 2019-2022 (USD MILLION)	168
TABLE 109	ASIA PACIFIC: HYBRID PRINTING MARKET, BY COUNTRY, 2023-2028 (USD MILLION)	169
TABLE 110	ASIA PACIFIC: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	169
TABLE 111	ASIA PACIFIC: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	169
FIGURE 48	CHINA TO RECORD HIGHEST CAGR IN ASIA PACIFIC HYBRID PRINTING MARKET FROM 2023 TO 2028	170
10.4.1	CHINA	170
10.4.1.1	Increasing adoption of packaging in healthcare and food & beverage industries	170

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TABLE 112	CHINA: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	171
TABLE 113	CHINA: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	171
10.4.2	INDIA	172
10.4.2.1	Increasing demand for hybrid printing technology in textile industry	172
TABLE 114	INDIA: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	172
TABLE 115	INDIA: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	173
10.4.3	JAPAN	173
10.4.3.1	Growing adoption in automotive industry	173
TABLE 116	JAPAN: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	174
TABLE 117	JAPAN: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	174
10.4.4	AUSTRALIA	174
10.4.4.1	Increasing use of hybrid printing in packaging and textile industries	174
TABLE 118	AUSTRALIA: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	175
TABLE 119	AUSTRALIA: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	176
10.4.5	REST OF ASIA PACIFIC	176
TABLE 120	REST OF ASIA PACIFIC: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	177
TABLE 121	REST OF ASIA PACIFIC: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	177
10.4.6	ASIA PACIFIC: RECESSION IMPACT	177
?		
10.5	ROW	178
FIGURE 49	ROW: HYBRID PRINTING MARKET SNAPSHOT	178
TABLE 122	ROW: HYBRID PRINTING MARKET, BY REGION, 2019-2022 (USD MILLION)	179
TABLE 123	ROW: HYBRID PRINTING MARKET, BY REGION, 2023-2028 (USD MILLION)	179
TABLE 124	ROW: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	179
TABLE 125	ROW: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	180
FIGURE 50	MIDDLE EAST & AFRICA TO RECORD HIGHEST CAGR IN ROW HYBRID PRINTING MARKET FROM 2023 TO 2028	180
10.5.1	MIDDLE EAST & AFRICA	180
10.5.1.1	Increasing demand for packaging printing in fast-moving consumer goods industry	180
TABLE 126	MIDDLE EAST & AFRICA: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	181
TABLE 127	MIDDLE EAST & AFRICA: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	182
10.5.2	SOUTH AMERICA	182
10.5.2.1	Increasing applications in food & beverage industry	182
TABLE 128	SOUTH AMERICA: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2019-2022 (USD MILLION)	183
TABLE 129	SOUTH AMERICA: HYBRID PRINTING MARKET, BY END-USER INDUSTRY, 2023-2028 (USD MILLION)	183
10.5.3	ROW: RECESSION IMPACT	184
11	COMPETITIVE LANDSCAPE	185
11.1	OVERVIEW	185
11.2	KEY STRATEGIES ADOPTED BY MAJOR PLAYERS	185
TABLE 130	HYBRID PRINTING MARKET: MAJOR STRATEGIES DEPLOYED BY KEY PLAYERS	185
11.2.1	PRODUCT PORTFOLIO	187
11.2.2	REGIONAL FOCUS	187
11.2.3	MANUFACTURING FOOTPRINT	187
11.2.4	ORGANIC/INORGANIC GROWTH STRATEGIES	187
11.3	REVENUE ANALYSIS OF TOP FIVE PLAYERS, 2020-2022	188
FIGURE 51	REVENUE ANALYSIS OF TOP FIVE PLAYERS, 2020-2022	188
11.4	MARKET SHARE ANALYSIS, 2022	188
TABLE 131	HYBRID PRINTING MARKET: DEGREE OF COMPETITION	189

11.5	COMPANY EVALUATION MATRIX, 2022	191
11.5.1	STARS	191
11.5.2	PERVASIVE PLAYERS	191
11.5.3	EMERGING LEADERS	191
11.5.4	PARTICIPANTS	191
FIGURE 52	HYBRID PRINTING MARKET (GLOBAL): COMPANY EVALUATION MATRIX, 2022	192
?		
11.6	STARTUPS/SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) EVALUATION MATRIX, 2022	193
11.6.1	PROGRESSIVE COMPANIES	193
11.6.2	RESPONSIVE COMPANIES	193
11.6.3	DYNAMIC COMPANIES	193
11.6.4	STARTING BLOCKS	193
FIGURE 53	HYBRID PRINTING MARKET: STARTUPS/SMES EVALUATION MATRIX, 2022	194
11.7	COMPETITIVE BENCHMARKING	195
TABLE 132	COMPANY FOOTPRINT	195
TABLE 133	TECHNOLOGY: COMPANY FOOTPRINT	196
TABLE 134	END-USER INDUSTRY: COMPANY FOOTPRINT	197
TABLE 135	REGION: COMPANY FOOTPRINT	198
11.8	KEY STARTUPS/SMES	199
TABLE 136	HYBRID PRINTING MARKET: KEY STARTUPS/SMES	199
TABLE 137	HYBRID PRINTING MARKET: COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES	200
11.9	COMPETITIVE SCENARIOS AND TRENDS	201
11.9.1	PRODUCT LAUNCHES	201
TABLE 138	HYBRID PRINTING MARKET: PRODUCT LAUNCHES, JANUARY 2019-AUGUST 2023	201
11.9.2	DEALS	202
TABLE 139	HYBRID PRINTING MARKET: DEALS, JANUARY 2018-MAY 2022	202
11.9.3	OTHERS	204
TABLE 140	HYBRID PRINTING MARKET: OTHERS, JANUARY 2018-MAY 2022	204
12	COMPANY PROFILES	205
	(Business Overview, Products Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats))*	
12.1	KEY PLAYERS	205
12.1.1	FUJIFILM HOLDINGS CORPORATION	205
TABLE 141	FUJIFILM HOLDINGS CORPORATION: COMPANY OVERVIEW	205
FIGURE 54	FUJIFILM HOLDINGS CORPORATION: COMPANY SNAPSHOT	206
TABLE 142	FUJIFILM HOLDINGS CORPORATION: PRODUCTS OFFERED	206
TABLE 143	FUJIFILM HOLDINGS CORPORATION: PRODUCT LAUNCHES	207
TABLE 144	FUJIFILM HOLDINGS CORPORATION: DEALS	207
TABLE 145	FUJIFILM HOLDINGS CORPORATION: OTHERS	208
12.1.2	HP DEVELOPMENT COMPANY, L.P.	209
TABLE 146	HP DEVELOPMENT COMPANY L.P.: COMPANY OVERVIEW	209
FIGURE 55	HP DEVELOPMENT COMPANY L.P.: COMPANY SNAPSHOT	210
TABLE 147	HP DEVELOPMENT COMPANY L.P.: PRODUCTS OFFERED	210
TABLE 148	HP DEVELOPMENT COMPANY L.P.: PRODUCT LAUNCHES	211
12.1.3	RICOH	213
TABLE 149	RICOH: COMPANY OVERVIEW	213
FIGURE 56	RICOH: COMPANY SNAPSHOT	214

TABLE 150 RICOH: PRODUCTS OFFERED 214

TABLE 151 RICOH: PRODUCT LAUNCHES 215

TABLE 152 RICOH: DEALS 216

12.1.4 KONICA MINOLTA, INC. 218

TABLE 153 KONICA MINOLTA, INC.: COMPANY OVERVIEW 218

FIGURE 57 KONICA MINOLTA, INC.: COMPANY SNAPSHOT 219

TABLE 154 KONICA MINOLTA, INC.: PRODUCTS OFFERED 219

TABLE 155 KONICA MINOLTA, INC.: PRODUCT LAUNCHES 220

TABLE 156 KONICA MINOLTA, INC.: DEALS 221

12.1.5 BOBST 222

TABLE 157 BOBST: COMPANY OVERVIEW 222

FIGURE 58 BOBST: COMPANY SNAPSHOT 223

TABLE 158 BOBST: PRODUCTS OFFERED 223

12.1.6 ELECTRONICS FOR IMAGING, INC. 226

TABLE 159 ELECTRONICS FOR IMAGING, INC.: COMPANY OVERVIEW 226

TABLE 160 ELECTRONICS FOR IMAGING, INC.: PRODUCTS OFFERED 227

TABLE 161 ELECTRONICS FOR IMAGING, INC.: PRODUCT LAUNCHES 228

TABLE 162 ELECTRONICS FOR IMAGING, INC.: DEALS 229

12.1.7 DOMINO PRINTING SCIENCES PLC 232

TABLE 163 DOMINO PRINTING SCIENCES PLC: COMPANY OVERVIEW 232

TABLE 164 DOMINO PRINTING SCIENCES PLC: PRODUCTS OFFERED 233

TABLE 165 DOMINO PRINTING SCIENCES PLC: PRODUCT LAUNCHES 233

TABLE 166 DOMINO PRINTING SCIENCES PLC: DEALS 234

12.1.8 DURST GROUP AG 235

TABLE 167 DURST GROUP AG: COMPANY OVERVIEW 235

TABLE 168 DURST GROUP AG: PRODUCTS OFFERED 235

TABLE 169 DURST GROUP AG: PRODUCT LAUNCHES 236

TABLE 170 DURST GROUP AG: DEALS 237

TABLE 171 DURST GROUP AG: OTHERS 237

12.1.9 KOENIG & BAUER AG 239

TABLE 172 KOENIG & BAUER AG: COMPANY OVERVIEW 239

FIGURE 59 KOENIG & BAUER AG: COMPANY SNAPSHOT 240

TABLE 173 KOENIG & BAUER AG: PRODUCTS OFFERED 240

TABLE 174 KOENIG & BAUER AG: DEALS 241

TABLE 175 KOENIG & BAUER AG: OTHERS 242

12.1.10 MARKEM-IMAJE, A DOVER COMPANY 244

TABLE 176 MARKEM-IMAJE, A DOVER COMPANY: COMPANY OVERVIEW 244

TABLE 177 MARKEM-IMAJE, A DOVER COMPANY: PRODUCTS OFFERED 244

TABLE 178 MARKEM-IMAJE, A DOVER COMPANY: PRODUCT LAUNCHES 245

TABLE 179 MARKEM-IMAJE, A DOVER COMPANY: DEALS 246

12.1.11 HEIDELBERGER DRUCKMASCHINEN AG 247

TABLE 180 HEIDELBERGER DRUCKMASCHINEN AG: COMPANY OVERVIEW 247

FIGURE 60 HEIDELBERGER DRUCKMASCHINEN AG: COMPANY SNAPSHOT 248

TABLE 181 HEIDELBERGER DRUCKMASCHINEN AG: PRODUCTS OFFERED 248

TABLE 182 HEIDELBERGER DRUCKMASCHINEN AG: DEALS 249

12.1.12 MIMAKI ENGINEERING CO., LTD. 250

TABLE 183 MIMAKI ENGINEERING CO., LTD.: COMPANY OVERVIEW 250

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FIGURE 61 MIMAKI ENGINEERING CO., LTD.: COMPANY SNAPSHOT 251

TABLE 184 MIMAKI ENGINEERING CO., LTD.: PRODUCTS OFFERED 251

TABLE 185 MIMAKI ENGINEERING CO., LTD.: PRODUCT LAUNCHES 252

TABLE 186 MIMAKI ENGINEERING CO., LTD.: DEALS 253

TABLE 187 MIMAKI ENGINEERING CO., LTD.: OTHERS 253

12.1.13 SEIKO EPSON CORPORATION 254

TABLE 188 SEIKO EPSON CORPORATION: COMPANY OVERVIEW 254

FIGURE 62 SEIKO EPSON CORPORATION: COMPANY SNAPSHOT 255

TABLE 189 SEIKO EPSON CORPORATION: PRODUCTS OFFERED 255

TABLE 190 SEIKO EPSON CORPORATION: PRODUCT LAUNCHES 256

TABLE 191 SEIKO EPSON CORPORATION: OTHERS 257

12.1.14 AGFA-GEVAERT GROUP 258

TABLE 192 AGFA-GEVAERT GROUP: COMPANY OVERVIEW 258

FIGURE 63 AGFA-GEVAERT GROUP: COMPANY SNAPSHOT 259

TABLE 193 AGFA-GEVAERT GROUP: PRODUCTS OFFERED 259

TABLE 194 AGFA-GEVAERT GROUP: PRODUCT LAUNCHES 260

TABLE 195 AGFA-GEVAERT GROUP: DEALS 261

TABLE 196 AGFA-GEVAERT GROUP: OTHERS 262

12.1.15 ROLAND DGA CORPORATION 263

TABLE 197 ROLAND DGA CORPORATION: COMPANY OVERVIEW 263

FIGURE 64 ROLAND DGA CORPORATION: COMPANY SNAPSHOT 264

TABLE 198 ROLAND DGA CORPORATION: PRODUCTS OFFERED 265

TABLE 199 ROLAND DGA CORPORATION: PRODUCT LAUNCHES 265

TABLE 200 ROLAND DGA CORPORATION: DEALS 266

12.2 OTHER PLAYERS 267

12.2.1 KENTO DIGITAL PRINTING 267

12.2.2 KTK 268

12.2.3 THE M&R COMPANIES 269

12.2.4 JETSCI 270

12.2.5 MPS 270

12.2.6 HAPA AG 271

12.2.7 PIXELJET 272

12.2.8 FLORAPRINTER 273

12.2.9 FOCUS LABEL 274

12.2.10 ADELCO SCREEN PROCESS LTD. 274

12.2.11 KUEN YUH MACHINERY ENGINEERING CO. 275

12.2.12 COLORJET GROUP 276

12.2.13 MARK ANDY INC. 277

12.2.14 NILPETER A/S 278

12.2.15 XEIKON 278

*Details on Business Overview, Products Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats) might not be captured in case of unlisted companies.

13 APPENDIX 279

13.1 INSIGHTS FROM INDUSTRY EXPERTS 279

13.2 DISCUSSION GUIDE 279

13.3 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL 283

13.4 CUSTOMIZATION OPTIONS 285

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13.5 RELATED REPORTS 285

13.6 AUTHOR DETAILS 286

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