

## **Global Ink Market Report and Forecast 2023-2028**

Market Report | 2023-09-28 | 154 pages | EMR Inc.

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### **Report description:**

Global Ink Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global ink market reached a value of USD 21.85 billion in 2022. Aided by the technological advancements, the diversity of applications, and the steady rise of print media in various sectors, the market is projected to further grow at a CAGR of 2.90% between 2023 and 2028 to reach a value of USD 25.94 billion by 2028. Inks, with their history tracing back to ancient civilisations, are liquid or paste substances used to colour surfaces, be it paper, fabric, or other materials. These substances have witnessed dramatic transformations over the ages, evolving from rudimentary plant-based concoctions to sophisticated, chemically formulated solutions to cater to diverse applications, from writing and drawing to printing and dyeing.

One of the primary drivers of the ink market growth is the burgeoning printing industry. Despite the advent of digitalization, traditional printing, especially in sectors like publishing, advertising, and packaging, remains a significant consumer of inks. The tangible feel of printed materials, combined with the sensory experience they offer, ensures that print media retains its charm and efficacy.

Additionally, technological advancements have further propelled the ink market demand. The rise of digital printing technologies has led to the demand for specialised inks that offer precision, vibrant colours, and compatibility with various substrates.

UV-curable inks, solvent-based inks, and water-based inks have seen significant demand in recent years due to their respective benefits and applications.

The art and design sector, too, contributes substantially to the market expansion. The increasing popularity of hand-made arts, crafts, and personalised gifts has propelled the demand for high-quality inks that cater to artists and designers.

On the industrial front, inks find extensive use in product packaging and further adds value to the ink market size. With the consumer goods market expanding, there's a continuous need for attractive, durable, and informative packaging. Inks play an instrumental role in this, ensuring that products stand out on the shelves, provide necessary information, and remain aesthetically pleasing throughout their shelf life.

Further bolstering the market's growth is the demand for inks in innovative applications. For instance, the electronics industry is experimenting with conductive inks for flexible circuits. The textile industry, on the other hand, leans on inks for fabric printing

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and design. As per the ink market analysis, the cosmetic industry, too, contributes to the market with the growing popularity of tattoos and semi-permanent makeup.

#### Market Segmentation □

The market can be divided based on technology, ink type, application, and region.

#### Market Breakup by Technology

- Lithographic
- Flexographic
- Gravure
- Digital
- Letterpress
- Others

#### Market Breakup by Ink Type

- Oil Based
- Solvent Based
- Water Based

#### Market Breakup by Application

- Label and Packaging
- Commercial Printing
- Publications
- Others

#### Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global ink market. Some of the major players explored in the report by Expert Market Research are as follows:

- ALTANA
- Dow
- Sun Chemical
- Central Ink Corporation
- Flint Group
- Akzo Nobel N.V.
- Others

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