

Artwork Management Software Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Deployment (Cloud and On-Premise) and Application (Life Sciences, Retail, Manufacturing, and Others)

Market Report | 2023-09-27 | 140 pages | The Insight Partners

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Report description:

The artwork management software market was valued at US\$ 551.06 million in 2022 and is expected to reach US\$ 1,128.58 million by 2030; it is estimated to record a CAGR of 9.4% from 2022 to 2030.

The fast-moving consumer goods (FMCG) & retail sector is undergoing constant pressure to launch newer products in the market. Every launch experiences a product development cycle to provide each project in a specified time frame. Owing to the fact that packaging is the first aspect consumers observe and touch, it holds a significant position for every brand. If there is any issue in the content or design of the product packaging, the FDA might impose fines on the company. It can also result in the company being unable to effectively communicate product information to the customer due to content or design flaws. Hence, to effectively convey information about the brand, usage guidelines, ingredients, and safety and efficacy statistics, the use of artwork management software is increasing rapidly in the FMCG industry. Furthermore, FMCG companies have to manage the enormous amount of artwork and packaging changes for each sales season, raising the demand for an effective automatic artwork management system. Further, consumers are opting for sustainably sourced and recyclable packaging materials. The demand for artwork management software is rapidly increasing among artwork designers in order to ease the packaging procedure, along with other crucial processes, in the FMCG industry, boosting the growth of the artwork management software market.

The APAC artwork management software market is segmented into Australia, China, South Korea, India, Japan, and the Rest of Asia Pacific. The artwork management software market has massive growth potential, with rapidly growing countries such as China and India as well as developed nations such as Japan. The region has a well-established manufacturing sector, including

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electronics, food & beverages, automobiles, and healthcare industries, among others. The manufacturing sector in APAC is rapidly adopting robotics, cloud computing, mobility, and other new technologies. Additionally, the rising trend of agri-food export in Asia Pacific is increasing the demand for artwork management software among food manufacturers, fueling the growth of the artwork management software market. Multinational food and beverage companies have tremendous potential to grow or expand their presence in Asia Pacific. According to Science Group plc, the food & beverages market in APAC is expected to record a CAGR of 11% from 2020 to 2024 and reach US\$ 277 billion. With the growth in the food & beverages industry, manufacturers must keep themselves aware of relevant legislation and consumer trends to maximize their opportunities in untapped markets. Rising awareness related to the significant benefits of artwork management software in food and beverage packaging is creating opportunities for the growth of the artwork management software market. The artwork management software helps food and beverage manufacturers make numerous changes in labeling from a variety of product types, such as customized labels based on geographical areas, dietary restrictions, and hypersensitivity. The software enables companies to respond to particular customer needs while preserving a consistent image of the brand on the product. Thus, all the above factors are fueling the growth the artwork management software market in the region.

Furthermore, governments of developing countries have been introducing policies such as Make in India and Made in China 2025 to encourage the establishment of manufacturing plants to make themselves self-sufficient and capable of exporting surplus goods. Thus, this flourishing sector is deploying advanced and automated solutions in various processes, thereby boosting the artwork management software market growth. Also, the presence of large food and beverage brands across the region and their growing investments in the automation of processes such as packaging and labeling are bolstering the adoption of artwork management software. The use of artwork management software supports manufacturers to create numerous label variations for different product variants. For instance, Nestle (which has a strong manufacturing presence in APAC) has adopted artwork management solutions of Blue Software, LLC (Esko Company) for simplifying their labeling and packaging processes with the help of automated workflow templates and other online proofing tools. The adoption of these solutions has also enabled the company to automate the packaging artwork and approval processes, increase efficiency, cut costs, and decrease labeling and packaging time, propelling the artwork management software market growth.

enLabel Global Services Inc, Karomi Inc, Lofware Inc, Perigord Asset Holdings Ltd, Freyr LLC, Esko-Graphics BV, Pharmaceutical Design BV, GreatFour Systems Inc, Kallik Ltd, and Aptean Inc are among the key artwork management software market players profiled in the report. Several other major artwork management software market players were studied and analyzed during this market research study to get a holistic view of the market and its ecosystem. The artwork management software market report provides detailed market insights, which helps the key players strategize their growth.

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