

Europe Packaging Printing Market Research Report Forecast to 2030

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Report description:

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Market Overview

The Europe packaging printing market has witnessed significant growth and evolution in recent years, driven by technological advancements, changing consumer preferences, and increasing demand for sustainable packaging solutions. As of 2023, the market remains a crucial component of the region's packaging industry, serving a wide range of end-use sectors such as food and beverages, pharmaceuticals, cosmetics, and consumer goods. The market has witnessed a shift from traditional printing methods to digital printing, owing to its ability to offer cost-effective short runs, customization options, and faster turnaround times. Digital printing is anticipated to continue dominating the market due to its flexibility and suitability for small to medium-sized packaging runs. Advancements in printing technologies, such as UV-curable and water-based inks, enhanced color, and variable data printing, have transformed the packaging printing landscape. These innovations offer higher print quality, improved efficiency, and reduced environmental impact.

Market Segmentation

Based on Printing Technology, the Europe packaging printing market has been segmented into flexographic, gravure, digital, screen, and offset.

Based on ink type, the Europe packaging printing market has been segmented into solvent based, water based, UV based, and others.

Based on the Packaging format, the Europe packaging printing market has been segmented into bags & sacks, films & wraps, boxes & cartons, containers, bottles & jars, labels & tags, and others. The films & wraps segment is anticipated to drive the Europe packaging printing market throughout the forecast period.

Based on end use industry, the Europe packaging printing market has been segmented into food & beverages, personal care & cosmetics, pharmaceuticals & healthcare, automotive, electrical & electronics, chemicals, and others. In 2022, the Food & Beverages segment for the Europe packaging printing market is expected to drive the market by holding a substantial market share with a market value of USD 31,174.0 million. It is projected to register the highest 3.6% CAGR among the end use industry segment during the projected period.

Major Players

The prominent players operating in the Europe Packaging Printing market include Mondi Plc, Amcor Plc, International Paper,

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Sonoco Products Company, Sealed Air, WestRock Company, Constantia flexibles, Mayr-Melnhof Karton AG, DS Smith, Stora Enso Oyj, AHLSTROM-MUNKSJÖ OYJ, CCL Industries Inc., among others.

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