

**Inkjet Coder Market By Type (Continuous Inkjet Coder, Thermal Inkjet Coder, Drop on Demand Inkjet Coder, Others), By End-user (Food Industry, Pharmaceutical Industry, Cosmetic Industry, Wires, Cables and Pipes, Automobile Industry, Packing Industry, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032**

Market Report | 2023-06-01 | 310 pages | Allied Market Research

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**Report description:**

The global inkjet coder market is anticipated to reach \$3.3 billion by 2032, growing from \$2 billion in 2022 to 2032 at a CAGR of 5.4% from 2023 to 2032.

Inkjet coders are used to print product data that include a summary of the product. These printers are used across various industrial verticals—including food and beverage, pharmaceuticals, cosmetics, electronics, automotive, and others—for printing details on the packaging section of the product. The primary purpose of inkjet coding is to provide essential information for product identification, traceability, regulatory compliance, and branding purposes.

Inkjet coding is an alternative to traditional labeling. Inkjet coding includes printing ink droplets onto a material without touching the object's surface. The technique can print on a wide range of surfaces, including transparent, non-porous, smooth, rough, curved, and concave surfaces. As inkjet printing is non-contact, only the ink contacts the surface of the item or packaging, and the product remains clean and stable. The major advantage of inkjet coding over labeling is cost. When the cost of the label and thermal transfer ribbons are compared, inkjet printing is typically one-tenth the cost of label printing. All these factors are anticipated to boost the inkjet coder market share in the upcoming years.

Inkjet coders require regular maintenance to ensure optimal performance. Maintenance activities include cleaning, printhead maintenance, and replacing worn-out components. If not properly maintained, inkjet coders can experience downtime, impacting production schedules and efficiency. While inkjet coders offer fast and reliable printing, they may have limitations in terms of printing resolution compared to other printing technologies such as laser coders. This limitation can be a concern for certain applications that require high-resolution printing, such as small and intricate product coding or printing of detailed graphics. Inkjet coders can play a crucial role in providing accurate and visible coding for tracking and tracing products throughout the

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supply chain. As regulations and consumer expectations for traceability increase, there is a significant opportunity for inkjet coders to cater to this demand and provide advanced coding solutions. Inkjet coding technology offers the potential for significant expansion in emerging countries and emerging industries. . As these markets continue to develop, the demand for coding and marking solutions is expected to increase. Industries such as pharmaceuticals, electronics, and automotive, as well as regions with expanding manufacturing sectors, present untapped opportunities for inkjet coder manufacturers. Inkjet coders are compact and designed for easy integration into production lines or existing systems. They can be mounted on conveyors, packaging machines, or printing stations, allowing for seamless integration and minimal disruption to the production process. Inkjet coders often come with user-friendly interfaces and software for easy setup and operation.

The COVID-19 pandemic has had a negative impact on the inkjet coder market. Lockdown measures, social distancing requirements, and workforce disruptions caused significant challenges in manufacturing and production facilities. Inkjet coder manufacturers faced difficulties in maintaining normal production levels, meeting delivery timelines, and deploying installation and maintenance services. These disruptions led to delays and reduced productivity. Costs surged as a result of disruptions in the global supply chain, which included raw material shortages and higher transportation expenses. Manufacturers of inkjet coders saw lower profitability due to greater expenses for acquiring materials, consumables, and spare parts.

The key players profiled in this report include ANSER CODING INC, Hitachi Industrial Equipment Systems Co.,Ltd, Markem-Imaje S.A, Videojet Technologies Inc, Domino Printing Sciences Plc, Control Print Limited, Shanghai Rottweil Handyware Printing Technology Co., Ltd, Xaar Plc, MapleJet, and Linx Printing Technologies. The market players are continuously striving to achieve a dominant position in this competitive market using strategies such as collaborations and acquisitions.

#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the inkjet coder market analysis from 2022 to 2032 to identify the prevailing inkjet coder market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the inkjet coder market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global inkjet coder market trends, key players, market segments, application areas, and market growth strategies.

#### Key Market Segments

##### By Type

- Continuous Inkjet Coder
- Thermal Inkjet Coder
- Drop on Demand Inkjet Coder
- Others

##### By End-user

- Food Industry
- Pharmaceutical Industry
- Cosmetic Industry
- Wires, Cables and Pipes
- Automobile Industry
- Packing Industry
- Others

##### By Region

- North America
- U.S.

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- Canada
- Mexico
- Europe
- Germany
- UK
- France
- Spain
- Italy
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Rest of Asia-Pacific
- LAMEA
- Brazil
- United Arab Emirates
- Saudi Arabia
- South Africa
- Rest of LAMEA
- Key Market Players
- ANSER CODING INC.
- Control Print Ltd
- Domino Printing Sciences plc
- Hitachi Industrial Equipment Systems Co.,Ltd.
- Linx Printing Technologies Limited
- MapleJet
- Markem-Imaje S.A
- Shanghai Rottweil Handyware Printing Technology Co., Ltd
- Videojet Technologies Inc.
- Xaar plc

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