

Pre-press for Packaging Market By Technology (Flexographic printing, Digital printing, Offset printing, Others), By Packaging Type (Flexible packaging, Rigid packaging), By End User (Food and beverage, Pharmaceutical, Electronics, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

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Report description:

The global pre-press for packaging market was valued at \$4,038.4 million in 2021 and is projected to reach \$6,697.1 million by 2031, registering a CAGR of 5.1% from 2022 to 2031. Pre-press consists of the processes that are needed to cut and print the packaging as per the required packaging design. It helps in preparing the digital copy of the box that includes the shape and the design of the box.

Advertising through effective packaging design helps in building trust and creating bond with the shopper through the experience of opening the box. In addition, it helps in providing useful information regarding the product been packed. Customers are drawn to packaging that provides them simple access to product facts. For instance, more than 80% of purchasing choices are made in-store based on packaging and information provided. Moreover, the protection of the interior goods enforces effective packaging design, which is another element driving the growth of the market. A product travels hundreds of thousands of miles before reaching clients. It gets delivered through the roadways, railways, rivers, or aircraft. Distinct modes of transportation necessitate different packaging and protection of goods, which demand for durable packaging solutions. Hence, this drives the use of pre-press for packaging solutions for durable packaging during shipping of products.

However, innovation in packaging materials, change in packaging processes, and new packaging machineries required are the factors that limit the growth of the market. In addition, customers' demand for eco-friendly packaging, as well as usage of upgraded or innovative package designing machines has grown. This is impeding the growth of small-scale industries that are unable to absorb the costs of upgrading or using new materials. This is due to newer investments in materials and machines. Hence, various small-scale companies find it difficult to afford newer pre-press systems for packaging. Thus, such factors in turn are limiting the growth of the market.

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On the contrary, e-commerce industry has grown at a rapid pace with years. It is effective in reaching clients at every nook and cranny of the globe. Hence, it is necessitating the use of specialized packaging to keep the product safe inside the package till it reaches the customer. In addition, various e-commerce companies have expanded their same-day delivery options for clients in various regions. For instance, Amazon introduced its same-day goods delivery feature for additional regions in the U.S. in August 2021. Furthermore, many developing countries, such as India and China have gained access to the feature of same-day product delivery, which has grown the use of package designing systems. Thus, this is providing more convenience to the customers, which in turn, is anticipated to offer lucrative opportunities for the pre-press for packaging market.

The pre-press for packaging market is segmented into technology, packaging type, end user, and region. By technology, the market is categorized into flexographic printing, digital printing, offset printing, and others. On the basis of packaging type, the market is bifurcated into flexible packaging and rigid packaging. By end user, the market is fragmented into food & beverage, pharmaceutical, electronics, and others. Region-wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players profiled in the pre-press for packaging market report include Agfa-Gevaert Group, Amcor plc, Anderson & Vreeland Inc, Emmerson Packaging, Esko-Graphics BV, Flexicon, Heidelberger Druckmaschinen AG, Huhtamaki Oyj, Janoschka, Oji Fibre Solutions (NZ) Ltd., P. R. Packagings Ltd., Sealed Air, Trident, SPGPrints, STI - Gustav Stabernack GmbH, Transcontinental Inc., and Wipak Ltd.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the pre-press for packaging market analysis from 2021 to 2031 to identify the prevailing pre-press for packaging 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 pre-press for packaging 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 pre-press for packaging market trends, key players, market segments, application areas, and market growth strategies.

Key Market Segments

By Technology

- Flexographic printing
- Digital printing
- Offset printing
- Others

By Packaging Type

- Flexible packaging
- Rigid packaging

By End User

- Food and beverage
- Pharmaceutical
- Electronics
- Others

By Region

- North America
- U.S.
- Canada
- Mexico

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- Europe
- Germany
- UK
- France
- Italy
- Rest Of Europe
- Asia-Pacific
- China
- Japan
- South Korea
- India
- Rest Of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- AGFA-Gevaert NV
- Amcor Ltd.
- Anderson & Vreeland Inc.
- emmerson packaging
- Esko-Graphics
- Flexicon AG
- Heidelberger Druckmaschinen AG
- Huhtamaki Oyj
- Janoschka Deutschland GmbH
- Oji Fibre Solutions (NZ) Ltd.
- P. R. Packagings Ltd.
- Sealed Air
- Sonoco-Trident
- SPGPrints Group
- STI Group
- Transcontinental Inc.
- Wipak Ltd.

Table of Contents:

CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key market segments
- 1.3.Key benefits to the stakeholders
- 1.4.Research Methodology
 - 1.4.1.Secondary research
 - 1.4.2.Primary research
 - 1.4.3.Analyst tools and models

CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings of the study
- 2.2.CXO Perspective

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CHAPTER 3: MARKET OVERVIEW

3.1. Market definition and scope

3.2. Key findings

3.2.1. Top investment pockets

3.3. Porter's five forces analysis

3.4. Top player positioning

3.5. Market dynamics

3.5.1. Drivers

3.5.2. Restraints

3.5.3. Opportunities

3.6. COVID-19 Impact Analysis on the market

CHAPTER 4: PRE-PRESS FOR PACKAGING MARKET, BY TECHNOLOGY

4.1 Overview

4.1.1 Market size and forecast

4.2 Flexographic printing

4.2.1 Key market trends, growth factors and opportunities

4.2.2 Market size and forecast, by region

4.2.3 Market analysis by country

4.3 Digital printing

4.3.1 Key market trends, growth factors and opportunities

4.3.2 Market size and forecast, by region

4.3.3 Market analysis by country

4.4 Offset printing

4.4.1 Key market trends, growth factors and opportunities

4.4.2 Market size and forecast, by region

4.4.3 Market analysis by country

4.5 Others

4.5.1 Key market trends, growth factors and opportunities

4.5.2 Market size and forecast, by region

4.5.3 Market analysis by country

CHAPTER 5: PRE-PRESS FOR PACKAGING MARKET, BY PACKAGING TYPE

5.1 Overview

5.1.1 Market size and forecast

5.2 Flexible packaging

5.2.1 Key market trends, growth factors and opportunities

5.2.2 Market size and forecast, by region

5.2.3 Market analysis by country

5.3 Rigid packaging

5.3.1 Key market trends, growth factors and opportunities

5.3.2 Market size and forecast, by region

5.3.3 Market analysis by country

CHAPTER 6: PRE-PRESS FOR PACKAGING MARKET, BY END USER

6.1 Overview

6.1.1 Market size and forecast

6.2 Food and beverage

6.2.1 Key market trends, growth factors and opportunities

6.2.2 Market size and forecast, by region

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- 6.2.3 Market analysis by country
- 6.3 Pharmaceutical
 - 6.3.1 Key market trends, growth factors and opportunities
 - 6.3.2 Market size and forecast, by region
 - 6.3.3 Market analysis by country
- 6.4 Electronics
 - 6.4.1 Key market trends, growth factors and opportunities
 - 6.4.2 Market size and forecast, by region
 - 6.4.3 Market analysis by country
- 6.5 Others
 - 6.5.1 Key market trends, growth factors and opportunities
 - 6.5.2 Market size and forecast, by region
 - 6.5.3 Market analysis by country

CHAPTER 7: PRE-PRESS FOR PACKAGING MARKET, BY REGION

- 7.1 Overview
 - 7.1.1 Market size and forecast
- 7.2 North America
 - 7.2.1 Key trends and opportunities
 - 7.2.2 North America Market size and forecast, by Technology
 - 7.2.3 North America Market size and forecast, by Packaging Type
 - 7.2.4 North America Market size and forecast, by End User
 - 7.2.5 North America Market size and forecast, by country
 - 7.2.5.1 U.S.
 - 7.2.5.1.1 Market size and forecast, by Technology
 - 7.2.5.1.2 Market size and forecast, by Packaging Type
 - 7.2.5.1.3 Market size and forecast, by End User
 - 7.2.5.2 Canada
 - 7.2.5.2.1 Market size and forecast, by Technology
 - 7.2.5.2.2 Market size and forecast, by Packaging Type
 - 7.2.5.2.3 Market size and forecast, by End User
 - 7.2.5.3 Mexico
 - 7.2.5.3.1 Market size and forecast, by Technology
 - 7.2.5.3.2 Market size and forecast, by Packaging Type
 - 7.2.5.3.3 Market size and forecast, by End User
- 7.3 Europe
 - 7.3.1 Key trends and opportunities
 - 7.3.2 Europe Market size and forecast, by Technology
 - 7.3.3 Europe Market size and forecast, by Packaging Type
 - 7.3.4 Europe Market size and forecast, by End User
 - 7.3.5 Europe Market size and forecast, by country
 - 7.3.5.1 Germany
 - 7.3.5.1.1 Market size and forecast, by Technology
 - 7.3.5.1.2 Market size and forecast, by Packaging Type
 - 7.3.5.1.3 Market size and forecast, by End User
 - 7.3.5.2 UK
 - 7.3.5.2.1 Market size and forecast, by Technology
 - 7.3.5.2.2 Market size and forecast, by Packaging Type

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- 7.3.5.2.3 Market size and forecast, by End User
- 7.3.5.3 France
 - 7.3.5.3.1 Market size and forecast, by Technology
 - 7.3.5.3.2 Market size and forecast, by Packaging Type
 - 7.3.5.3.3 Market size and forecast, by End User
- 7.3.5.4 Italy
 - 7.3.5.4.1 Market size and forecast, by Technology
 - 7.3.5.4.2 Market size and forecast, by Packaging Type
 - 7.3.5.4.3 Market size and forecast, by End User
- 7.3.5.5 Rest of Europe
 - 7.3.5.5.1 Market size and forecast, by Technology
 - 7.3.5.5.2 Market size and forecast, by Packaging Type
 - 7.3.5.5.3 Market size and forecast, by End User
- 7.4 Asia-Pacific
 - 7.4.1 Key trends and opportunities
 - 7.4.2 Asia-Pacific Market size and forecast, by Technology
 - 7.4.3 Asia-Pacific Market size and forecast, by Packaging Type
 - 7.4.4 Asia-Pacific Market size and forecast, by End User
 - 7.4.5 Asia-Pacific Market size and forecast, by country
 - 7.4.5.1 China
 - 7.4.5.1.1 Market size and forecast, by Technology
 - 7.4.5.1.2 Market size and forecast, by Packaging Type
 - 7.4.5.1.3 Market size and forecast, by End User
 - 7.4.5.2 Japan
 - 7.4.5.2.1 Market size and forecast, by Technology
 - 7.4.5.2.2 Market size and forecast, by Packaging Type
 - 7.4.5.2.3 Market size and forecast, by End User
 - 7.4.5.3 South Korea
 - 7.4.5.3.1 Market size and forecast, by Technology
 - 7.4.5.3.2 Market size and forecast, by Packaging Type
 - 7.4.5.3.3 Market size and forecast, by End User
 - 7.4.5.4 India
 - 7.4.5.4.1 Market size and forecast, by Technology
 - 7.4.5.4.2 Market size and forecast, by Packaging Type
 - 7.4.5.4.3 Market size and forecast, by End User
 - 7.4.5.5 Rest of Asia-Pacific
 - 7.4.5.5.1 Market size and forecast, by Technology
 - 7.4.5.5.2 Market size and forecast, by Packaging Type
 - 7.4.5.5.3 Market size and forecast, by End User
 - 7.5 LAMEA
 - 7.5.1 Key trends and opportunities
 - 7.5.2 LAMEA Market size and forecast, by Technology
 - 7.5.3 LAMEA Market size and forecast, by Packaging Type
 - 7.5.4 LAMEA Market size and forecast, by End User
 - 7.5.5 LAMEA Market size and forecast, by country
 - 7.5.5.1 Latin America
 - 7.5.5.1.1 Market size and forecast, by Technology

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- 7.5.5.1.2 Market size and forecast, by Packaging Type
- 7.5.5.1.3 Market size and forecast, by End User
- 7.5.5.2 Middle East
 - 7.5.5.2.1 Market size and forecast, by Technology
 - 7.5.5.2.2 Market size and forecast, by Packaging Type
 - 7.5.5.2.3 Market size and forecast, by End User
- 7.5.5.3 Africa
 - 7.5.5.3.1 Market size and forecast, by Technology
 - 7.5.5.3.2 Market size and forecast, by Packaging Type
 - 7.5.5.3.3 Market size and forecast, by End User

CHAPTER 8: COMPANY LANDSCAPE

- 8.1. Introduction
- 8.2. Top winning strategies
- 8.3. Product Mapping of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Key developments

CHAPTER 9: COMPANY PROFILES

- 9.1 AGFA-Gevaert NV
 - 9.1.1 Company overview
 - 9.1.2 Company snapshot
 - 9.1.3 Operating business segments
 - 9.1.4 Product portfolio
 - 9.1.5 Business performance
 - 9.1.6 Key strategic moves and developments
- 9.2 Amcor Ltd.
 - 9.2.1 Company overview
 - 9.2.2 Company snapshot
 - 9.2.3 Operating business segments
 - 9.2.4 Product portfolio
 - 9.2.5 Business performance
 - 9.2.6 Key strategic moves and developments
- 9.3 Anderson & Vreeland Inc.
 - 9.3.1 Company overview
 - 9.3.2 Company snapshot
 - 9.3.3 Operating business segments
 - 9.3.4 Product portfolio
 - 9.3.5 Business performance
 - 9.3.6 Key strategic moves and developments
- 9.4 emmerson packaging
 - 9.4.1 Company overview
 - 9.4.2 Company snapshot
 - 9.4.3 Operating business segments
 - 9.4.4 Product portfolio
 - 9.4.5 Business performance
 - 9.4.6 Key strategic moves and developments
- 9.5 Esko-Graphics

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- 9.5.1 Company overview
- 9.5.2 Company snapshot
- 9.5.3 Operating business segments
- 9.5.4 Product portfolio
- 9.5.5 Business performance
- 9.5.6 Key strategic moves and developments
- 9.6 Flexicon AG
 - 9.6.1 Company overview
 - 9.6.2 Company snapshot
 - 9.6.3 Operating business segments
 - 9.6.4 Product portfolio
 - 9.6.5 Business performance
 - 9.6.6 Key strategic moves and developments
- 9.7 Heidelberger Druckmaschinen AG
 - 9.7.1 Company overview
 - 9.7.2 Company snapshot
 - 9.7.3 Operating business segments
 - 9.7.4 Product portfolio
 - 9.7.5 Business performance
 - 9.7.6 Key strategic moves and developments
- 9.8 Huhtamaki Oyj
 - 9.8.1 Company overview
 - 9.8.2 Company snapshot
 - 9.8.3 Operating business segments
 - 9.8.4 Product portfolio
 - 9.8.5 Business performance
 - 9.8.6 Key strategic moves and developments
- 9.9 Janoschka Deutschland GmbH
 - 9.9.1 Company overview
 - 9.9.2 Company snapshot
 - 9.9.3 Operating business segments
 - 9.9.4 Product portfolio
 - 9.9.5 Business performance
 - 9.9.6 Key strategic moves and developments
- 9.10 Oji Fibre Solutions (NZ) Ltd.
 - 9.10.1 Company overview
 - 9.10.2 Company snapshot
 - 9.10.3 Operating business segments
 - 9.10.4 Product portfolio
 - 9.10.5 Business performance
 - 9.10.6 Key strategic moves and developments
- 9.11 P. R. Packagings Ltd.
 - 9.11.1 Company overview
 - 9.11.2 Company snapshot
 - 9.11.3 Operating business segments
 - 9.11.4 Product portfolio
 - 9.11.5 Business performance

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- 9.11.6 Key strategic moves and developments
- 9.12 Sealed Air
 - 9.12.1 Company overview
 - 9.12.2 Company snapshot
 - 9.12.3 Operating business segments
 - 9.12.4 Product portfolio
 - 9.12.5 Business performance
 - 9.12.6 Key strategic moves and developments
- 9.13 Sonoco-Trident
 - 9.13.1 Company overview
 - 9.13.2 Company snapshot
 - 9.13.3 Operating business segments
 - 9.13.4 Product portfolio
 - 9.13.5 Business performance
 - 9.13.6 Key strategic moves and developments
- 9.14 SPGPrints Group
 - 9.14.1 Company overview
 - 9.14.2 Company snapshot
 - 9.14.3 Operating business segments
 - 9.14.4 Product portfolio
 - 9.14.5 Business performance
 - 9.14.6 Key strategic moves and developments
- 9.15 STI Group
 - 9.15.1 Company overview
 - 9.15.2 Company snapshot
 - 9.15.3 Operating business segments
 - 9.15.4 Product portfolio
 - 9.15.5 Business performance
 - 9.15.6 Key strategic moves and developments
- 9.16 Transcontinental Inc.
 - 9.16.1 Company overview
 - 9.16.2 Company snapshot
 - 9.16.3 Operating business segments
 - 9.16.4 Product portfolio
 - 9.16.5 Business performance
 - 9.16.6 Key strategic moves and developments
- 9.17 Wipak Ltd.
 - 9.17.1 Company overview
 - 9.17.2 Company snapshot
 - 9.17.3 Operating business segments
 - 9.17.4 Product portfolio
 - 9.17.5 Business performance
 - 9.17.6 Key strategic moves and developments

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