

## **Printer Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032**

Market Report | 2024-11-11 | 176 pages | Global Market Insights

### **AVAILABLE LICENSES:**

- Single User \$4850.00
- Multi User \$6050.00
- Enterprise User \$8350.00

### **Report description:**

The Global Printer Market, valued at USD 71.9 billion in 2023, is expected to expand at a CAGR of 4.9% from 2024 to 2032. This growth is largely fueled by the rising demand for printing solutions, driven by the global expansion of e-commerce and logistics.

As e-commerce grows, particularly in emerging markets, there is an increasing need for efficient labeling, packaging, and shipping solutions. Thermal and flexographic printers have become indispensable for producing high-quality labels and packaging materials. The growing necessity for fast and accurate shipping labels, barcodes, and product tags in warehouses and distribution centers is accelerating the adoption of these specialized printers. Additionally, the increasing popularity of same-day and next-day delivery services has boosted the demand for on-demand printing to keep pace with evolving logistics operations.

The printer market is categorized by product type, with segments including inkjet printers, laser printers, dot matrix printers, offset printers, flexographic printers, 3D printers, and others. Inkjet printers dominated the market in 2023, generating over USD 21.3 billion in revenue. They are expected to grow to USD 33.5 billion by 2032, thanks to their affordability, versatility, and high print quality. Inkjet printers offer a cost-effective option for consumers, particularly small businesses, as they come with lower upfront costs and less expensive ink cartridges compared to laser printers. They also support a wide range of media types, from photo paper to fabrics and labels, making them adaptable to various printing needs.

The printer market is further divided by end users into industrial, residential, and commercial segments. The commercial sector held the largest market share of 53% in 2023 and is forecasted to maintain steady growth with a CAGR of 4.9%. The demand in commercial settings is driven by the widespread use of printers across various industries. Offices, educational institutions, and healthcare facilities are major consumers, where printers are essential for producing documents, marketing materials, and reports on high-quality and efficient output.

Asia-Pacific, accounting for 38.6% of the global printer market in 2023, is expected to grow at a CAGR of 5.2% during the forecast

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

period. The rapid industrialization, especially in countries such as China and India, is a significant factor driving this expansion. As these nations experience robust industrial growth, the demand for advanced printing solutions across manufacturing, healthcare, and education is growing. This surge in industrial activities is expected to propel investments in cutting-edge printing technologies for documentation, branding, and packaging applications.

## **Table of Contents:**

### Report Content

#### Chapter 1 Methodology & Scope

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
  - 1.4.1 Primary
  - 1.4.2 Secondary
    - 1.4.2.1 Paid sources
    - 1.4.2.2 Public sources

#### Chapter 2 Executive Summary

##### 2.1 Industry synopsis, 2021-2032

#### Chapter 3 Industry Insights

- 3.1 Industry ecosystem analysis
  - 3.1.1 Factor affecting the value chain
  - 3.1.2 Profit margin analysis
  - 3.1.3 Disruptions
  - 3.1.4 Future outlook
  - 3.1.5 Manufacturers
  - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
  - 3.6.1 Growth drivers
    - 3.6.1.1 Advancements in printing technology
    - 3.6.1.2 Increasing preference for customized printing
    - 3.6.1.3 Growing dependency of commercial and government sectors on printers
  - 3.6.2 Industry pitfalls & challenges
    - 3.6.2.1 Adoption of paperless technology
- 3.7 Consumer buying behavior analysis
  - 3.7.1 Demographic trends
  - 3.7.2 Factors Affecting Buying Decision
  - 3.7.3 Consumer Product Adoption
  - 3.7.4 Preferred Distribution Channel
  - 3.7.5 Preferred Price Range
- 3.8 Growth potential analysis
- 3.9 Technological Overview

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

3.10 Porter's analysis

3.11 PESTEL analysis

Chapter 4 Competitive Landscape, 2023

4.1 Introduction

4.2 Company market share analysis

4.3 Competitive positioning matrix

4.4 Strategic outlook matrix

Chapter 5 Market Estimates & Forecast, By Type, 2021-2032 (USD Billion) (Thousand Units)

5.1 Key trends

5.2 Inkjet printers

5.3 Laser printers

5.4 Dot matrix printers

5.5 3D printers

5.6 Offset printers

5.7 Flexographic

5.8 Others ( gravure, etc.)

Chapter 6 Market Estimates & Forecast, By Functionality, 2021-2032 (USD Billion) (Thousand Units)

6.1 Key trends

6.2 Single function printers

6.3 Multifunction printers

Chapter 7 Market Estimates & Forecast, By Connectivity, 2021-2032 (USD Billion) (Thousand Units)

7.1 Key trends

7.2 Cord

7.3 Cordless

Chapter 8 Market Estimates & Forecast, By Pricing, 2021-2032 (USD Billion) (Thousand Units)

8.1 Key trends

8.2 Low

8.3 Medium

8.4 High

Chapter 9 Market Estimates & Forecast, By End Use, 2021-2032 (USD Billion) (Thousand Units)

9.1 Key Trends

9.2 Industrial

9.3 Residential

9.4 Commercial

9.4.1 Corporate offices

9.4.2 Healthcare

9.4.3 Educational

9.4.4 Hospitality

9.4.5 others( Events planners etc.)

Chapter 10 Market Estimates & Forecast, By Distribution Channel 2021-2032 (USD Billion) (Thousand Units)

10.1 Key Trends

10.2 Online

10.2.1 E-commerce

10.2.2 Company websites

10.3 Offline

10.3.1 Electronics stores

10.3.2 Brand stores

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

### 10.3.3 Others(Department stores)

## Chapter 11 Market Estimates & Forecast, By Region, 2021-2032 (USD Billion) (Thousand Units)

### 11.1 Key trends

### 11.2 North America

#### 11.2.1 U.S.

#### 11.2.2 Canada

### 11.3 Europe

#### 11.3.1 UK

#### 11.3.2 Germany

#### 11.3.3 France

#### 11.3.4 Italy

#### 11.3.5 Spain

#### 11.3.6 Russia

### 11.4 Asia Pacific

#### 11.4.1 China

#### 11.4.2 India

#### 11.4.3 Japan

#### 11.4.4 South Korea

#### 11.4.5 Australia

### 11.5 Latin America

#### 11.5.1 Brazil

#### 11.5.2 Mexico

### 11.6 MEA

#### 11.6.1 South Africa

#### 11.6.2 Saudi Arabia

#### 11.6.3 UAE

## Chapter 12 Company Profiles

### 12.1 Brother

### 12.2 Canon

### 12.3 Dell

### 12.4 Epson

### 12.5 Fujifilm

### 12.6 HP

### 12.7 Konica Minolta

### 12.8 Kyocera

### 12.9 Lexmark

### 12.10 Oki

### 12.11 Ricoh

### 12.12 Roland

### 12.13 Sharp

### 12.14 Toshiba

### 12.15 Xerox

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Printer Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

Market Report | 2024-11-11 | 176 pages | Global Market Insights

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User	\$4850.00
	Multi User	\$6050.00
	Enterprise User	\$8350.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-12"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)  
[www.scotts-international.com](http://www.scotts-international.com)