Printing Toners Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Raw Material (Polyester, Styrene-Acrylic, Specialty Polymers, Others), By End User (Printing & Stationary, Packaging, FMCG, Advertising and Branding, Others), By Region and Competition, 2020-2030F

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Report description:

Global Printing Toners Market was valued at USD 4.90 Billion in 2024 and is anticipated to project steady growth in the forecast period with a CAGR of 4.70% through 2030. The demand for printing toners is projected to witness significant growth over the next seven years. This can be attributed to the high-quality printer output achieved after the application of these toners. Additionally, the increasing preference of consumers towards printing toners, driven by their cost-effectiveness and reduced wastage, is expected to further augment the market during the forecast period.

The pharmaceutical packaging market is now valued at over $20 billion annually, driven by the industry's need for efficient, high-speed, and reliable packaging solutions. Unlike conventional packaged goods, pharmaceutical packaging must meet strict regulatory and safety requirements, ensuring product integrity, tamper resistance, and patient security. Manufacturers are increasingly focusing on innovative packaging technologies that enhance drug stability, user convenience, and compliance, while also addressing supply chain efficiency and sustainability. The growing packaging needs in industries such as pharmaceuticals, apparels, electronic gadgets, food, and beverages have also contributed to the rise in folding carton printing, thereby boosting the demand for printing toners. Moreover, the flourishing advertising and branding industries are anticipated to drive the demand for printing toners. The extensive use of printing toners in the production of catalogs, bookmarks, banners, brochures, and manuals is expected to fuel the market growth in the coming years. Furthermore, the increasing demand for multiuse printers with tailored capacities is projected to propel the market over the next seven years. The digitalization of printing processes has led to enhanced efficiency, which is another factor driving the market growth during the forecast period. Additionally, the development of ink formulations is expected to boost the demand for printing toners due to their high-quality performance.

Key Market Drivers

Growing Demand of Printing Toners in Packaging Industry

Printing toners play a crucial role in the packaging industry, where they are used to print labels, instructions, barcodes, and other important information on product packaging. The quality of the print, including its clarity, durability, and resistance to fading or smearing, significantly influences consumer perception of both the product and the brand.

As the global packaging industry continues to expand, driven by factors such as the rapid growth of e-commerce, evolving consumer preferences, and the increasing demand for sustainable packaging solutions, there is a growing need for high-quality printing toners. These toners are expected to deliver efficient and durable prints, meeting the rising demands of the packaging industry. The penetration of e-commerce in retail sales has surged across major markets, reshaping consumer purchasing behavior. In China, e-commerce as a share of total retail sales grew 1.6 times year-over-year, while the United States saw a 3.3-fold increase, and the United Kingdom experienced a 4.5-fold expansion. In the U.S. alone, e-commerce sales more than doubled in 2020, reaching approximately 35% of total retail sales, up from 16% in 2019-a leap equivalent to nearly a decade's worth of growth in a single year. On a global scale, 20% of all retail transactions are now conducted through online platforms, underscoring the rapid shift toward digital commerce as a dominant sales channel.

Key Market Challenges

Volatility in Price of Raw Materials

Raw materials, such as resins, pigments, and additives, are the fundamental building blocks of printing toner manufacturing. These materials play a crucial role in determining the quality and performance of the final product. However, the prices of these raw materials are often subject to market volatility, influenced by various factors such as supply disruptions, pent-up demand, or significant peaks and troughs in the market.

For instance, recent data from June 2022 highlights the significant challenges faced by Canadian manufacturers, as they grapple with a staggering 37% year-over-year increase in raw material prices. Commodities like crude oil and bitumen have experienced substantial price hikes, impacting the overall production costs for printing toner manufacturers. As a result, these cost fluctuations can have a direct impact on the bottom line of manufacturers, potentially affecting their profitability.

Key Market Trends

Growing Shift Toward Digital Printing

Digital printing, a revolutionary method of reproducing images and text from a digital source directly onto various media, offers a wide array of advantages over traditional printing methods. With its faster turnaround times, digital printing ensures prompt delivery of print materials. Moreover, it significantly reduces costs for short-run print jobs, making it a cost-effective solution for businesses. Additionally, digital printing allows for personalized prints, enabling businesses to cater to the unique preferences of their customers.

Key Market Players

- Xerox Corporation
- IMEX Co.
- Samsung Chemical USA Inc
- ACM Technologies Inc
- Astra Med Inc
- Canon Inc
- Colart International Holdings Ltd
- American Toner Serve Corp
- INX International Ink Co
- Absolute Printing Equipment Service Inc

Report Scope:

In this report, the Global Printing Toners Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Printing Toners Market, By Raw Material:
  - Polyester
  - Styrene-Acrylic

o Specialty Polymers
o Others
-Printing Toners Market, By End User:
o Printing & Stationary
o Packaging
o FMCG
o Advertising and Branding
o Others
-Printing Toners Market, By Region:
o North America
 United States
 Canada
 Mexico
o Europe
 France
 United Kingdom
 Italy
 Germany
 Spain
o Asia-Pacific
 China
 India
 Japan
 Australia
 South Korea
o South America
 Brazil
 Argentina
 Colombia
o Middle East & Africa
 South Africa
 Saudi Arabia
 UAE
Competitive Landscape
Company Profiles: Detailed analysis of the major companies present in the Global Printing Toners Market.
Available Customizations:
Global Printing Toners Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:
Company Information
-Detailed analysis and profiling of additional market players (up to five).

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