

## **Brazil Commercial Printing - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 251 pages | Mordor Intelligence

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### **Report description:**

The Brazil Commercial Printing Market size is estimated at USD 18.19 billion in 2025, and is expected to reach USD 21.75 billion by 2030, at a CAGR of 3.64% during the forecast period (2025-2030).

The Brazilian commercial printing market is growing exponentially because of the increased demand for businesses and facilities for promotional materials such as brochures and booklets. Increased technology penetration, such as faster presses and new ink and toner technologies, is expected to increase production capacity and improve quality. Additionally, technological developments in printing are an efficient growth aspect of high-volume printing.?

### **Key Highlights**

- Businesses are increasingly turning to industrial printers because they are cost-effective and efficient for high-volume printing. Another significant growth factor is the prevalence of high-quality printed packaging materials for advertising and branding.?
- Commercial print providers are expanding their offerings to include media and document management services expected to help companies improve their ability to distribute and promote print and non-print materials.
- Additionally, eco-friendly commercial printers that use eco-friendly papers, inks, coatings, and chemicals and encourage waste reduction are expected to further drive the industry's growth. ?
- Printing has always been one of the most expensive industries. Owing to the rising inflation across sectors, the costs of raw materials, including paper, inks, printing equipment costs, and freight costs, are on the rise. Print publications have also faced issues with distribution and delivery, which can increase their prices. Therefore, it works as a barrier to adopting new printing technologies.
- The pandemic has taken a toll on the print media. Many publications have witnessed a decrease in advertising revenue and print sales due to restrictions and lockdowns that prevented people from accessing physical copies. Moreover, from an ecological point

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of view, the industry has traditionally relied heavily on virgin materials such as paper, vinyl, and inks. This is not a problem unique to the printing industry. A complicated relationship exists between the print industry and sustainability.

## Brazil Commercial Printing Market Trends

### Supply-side Drivers to Boost the Market

- Supply-side drivers like growing digital technological trends, advancing AI, and IoT are expected to considerably boost the market growth.
- Digital print market in Brazil is expected to grow alongside the print market over the next decade as part of a global shift toward digitalization. Technological trends are also a significant factor in the future of digital printing.
- Moreover, digital inkjet model manufacturers and manufacturers of toner-based digital presses are making progress for a wide range of applications, from on-demand color label printing to full-color overprinting directly on cartons. The latest digital presses can print more media types and embellish packaging with special effects.
- With the seventh largest GDP and the largest economy in Latin America, Brazil has started to embrace Industry 4.0 as the growing use of AI, big data, the Internet of Things, and other Industry 4.0 technologies are changing the ecosystem of the Brazilian Printing industry. With the help of Internet of Things (IoT) connections, devices, and artificial intelligence (AI), printers can keep an eye on themselves, anticipate when parts will break down, and plan maintenance.
- There are consistent launches in the Brazilian printing market, where the manufacturers produce solutions keeping in mind the digital print increase in volume, delivering directly to customers and significantly lowering costs. The printing press manufacturers across the country are not only looking for solutions that can reduce cost but also driving business growth, with a scalable portfolio of products and making note of ease of use and maintenance, quality, and productivity.

### Offset Lithography to Witness Significant Growth

- This is a popular printing method for all types of marketing materials and is an ideal print process for Retail Ready Packaging (RRP), Shelf Ready Packaging (SRP), cartons, gift packaging, e-commerce packaging, Point of Sale (POS), and promotional and countertop display products.
- One of the main advantages of offset printing is the low cost of high-quality prints. Manufacturing metal plates and setting up the equipment requires extra work, but it is worth it for high-volume jobs to speed things up with this technology. However, offset printing allows the printer operator to turn a key to control the ink flow and keep the print quality at an optimum level.
- Offset printing has gained a demand for higher productivity and large-format litho presses. According to Worldpay, e-commerce sales revenue across the country is expected to increase by USD 79 billion by 2025, and online businesses have allowed printers to take orders from anywhere.
- The offset lithography press is essential for end-user consumer products, ranging from commercial applications, like printed books, magazines, journals, and reading material, to the packaging industry. Most offset printing applications are difficult to replace with any substitute from printing presses, owing to their unique printing technology, low cost, and enhanced features.

## Brazil Commercial Printing Market Overview

Brazil's commercial printing market is fragmented due to the presence of many players. Rivalry among the existing industry players is intense and will drive down prices and decrease the industry's overall profitability. The companies operate in very

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competitive packaging, which takes a toll on the overall long-term profitability of the organizations. Some of the players include Pancrom Industria Grafica Ltda, Heidelberger Druckmaschinen AG, Copy House a Grafica Digital do Rio, FastPrint, and Nilpeter.

- September 2023 - Heidelberg launched the newest generation of Versafire presses, and the latest Versafire generation from Heidelberg offers systematically enhanced digital presses for the commercial sector.
- June 2023 - HEIDELBERG CutStar Generation 4 offers cost benefits and added productivity for printing labels and package inserts, and the technology combines the productivity and cost benefits of roll-fed stock with the flexibility of sheetfed offset printing and is used with the highly automated Speedmaster XL 75, CX 104, and XL 106 models.

**Additional Benefits:**

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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