

## **India Inkjet Printer - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The India Inkjet Printer Market size is worth USD 47.59 Billion in 2025, growing at an 4.51% CAGR and is forecast to hit USD 59.34 Billion by 2030.

#### Key Highlights

- Inkjet printers, known for their superior color blending capabilities, consistently outshine their laser counterparts. Not only do inkjet printers come with a lower initial price tag, but their ink cartridges are also significantly cheaper than toner cartridges. As markets evolve and consumer preferences shift, brand owners and label converters increasingly turn to inkjet printing, aligning with modern demands for swift availability and personalized offerings.
- Modern inkjet printers predominantly utilize two technologies: drop-on-demand (DOD) and continuous inkjet (CIJ) technology. CIJ technology harnesses a high-pressure pump to push liquid ink from a reservoir through a tiny nozzle, creating a continuous stream of ink droplets. This technique is widely adopted for product coding and marking. Consumers prefer CIJ printers over manual systems for tasks like printing on bottles and packages. Moreover, there's a noticeable shift among end users moving from traditional analog methods to digital coding solutions.
- Inkjet printers boast several advantages which includes rapid printing speeds, versatility across various materials, and the capability to run for extended durations with minimal costs and servicing. These benefits have spurred the adoption of inkjet printers in industries such as aerospace, food, and beverages, propelling the growth of the Indian inkjet printer market. Furthermore, technological strides in inkjet printing, like enhanced print quality and the introduction of eco-friendly inks, bolster their rising popularity. With businesses on the lookout for efficient and cost-effective printing solutions, the demand for inkjet printers is set to surge, propelling market growth during the forecast period.
- ColorJet Group, a prominent Indian manufacturer of digital textile printers, boasts a presence in 20 countries. The company recently sought government support for its upcoming research and development (R&D) initiatives in digital textile printing.

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Shifting from traditional to digital textile printing not only meets the pressing need to curb carbon footprints but also resonates with global sustainability objectives. As India's leading digital inkjet printer manufacturer, ColorJet is actualizing the vision of the nation's Prime Minister, crafting world-class digital textile printers that receive international recognition and are installed globally.

- The inkjet printing industry's ink demand is reshaping its landscape. Presently, the market is largely fueled by solvent, water-based, and UV inks, with LED inks starting to make their mark. Furthermore, hybrid UV/water systems are gaining momentum. Yet, the sector faces hurdles, especially the steep ink costs, which hinder vendors' shift from analog to digital. Looking forward, as applications broaden and economies of scale kick in, ink prices are anticipated to drop. However, they will likely remain higher than traditional analog ink prices.

## India Inkjet Printer Market Trends

### Large Format Inkjet Printers to Hold Major Share

- Inkjet printers are experiencing robust growth, fueled by heightened demand in sectors such as packaging, textiles, and advertising. Notable drivers include the escalating adoption of UV curable inks in outdoor advertising and technical printing, coupled with a heightened focus on digital document production in commercial printing. The increasing importance of digital document production in commercial printing applications further underscores this trend, highlighting the pivotal role of inkjet technology in meeting modern printing needs.
- In India, the appetite for large format printers is surging, particularly for applications in home furnishings, decor, and vehicle wraps. This demand is further amplified by the evolving needs of the in-plant market and the broad spectrum of price points for large format printers, unveiling vast opportunities for industry stakeholders. The availability of various large format printers with a wide price range is creating tremendous growth opportunities for players in the Indian market, enabling them to cater to diverse customer requirements and preferences.
- According to IBEF, the Indian textile industry achieved a market valuation of around USD 226 billion in 2023. Demand for textiles is set to accelerate. As the fashion segment adopts multiple mini-seasons and print-on-demand deliveries, the emphasis on swift turnarounds intensifies. This trend dovetails perfectly with inkjet production's hallmark of reduced setup times, enhancing direct online sales of printed apparel and home decor items. The synergy between the evolving fashion industry and inkjet printing technology underscores the potential for significant growth and innovation in the textile market.

### The Commercial Segment is Expected to Witness Significant Growth

- Inkjets play a crucial role in the dynamic landscape of commercial printing, excelling in producing short runs and unique products. The increasing importance of commercial printing is highlighted by the surge in online ordering and specifications, driven by web-to-print technology.
- India is a dominant force in global apparel and textile production. The demand for inkjet printers is on the rise, spurred by their growing applications in graphics printing, clothing and textile printing, computer-aided design (CAD), and other technical printing tasks. The market for large format printers in India is expanding, especially in signage and advertising, thanks to the nation's robust economy. According to FICCI, India's print industry was valued at over INR 260 billion (USD 3.09 billion) in 2023, with forecasts suggesting it will exceed INR 288 billion (USD 3.43 billion) by 2026, indicating a compound annual growth rate of about 3.4%.
- Recognizing the widespread adoption of all-in-one printers by businesses, many vendors are ramping up their offerings. With the emergence of new small companies in the region, these vendors are diversifying their portfolios to include advanced all-in-one printers. Major players like HP Inc., Canon, and Epson are at the forefront, significantly propelling the growth of inkjet printers.

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- Inkjet printers are witnessing consistent year-over-year growth in unit shipments globally, including in India. In India, this growth is predominantly driven by the online channel, especially with sales events leading up to the Diwali Festival. While laser printer shipments are declining, ink tank printers are on the rise, compensating for this dip. Additionally, the Indian government's crackdown on the reconditioned copier market is likely to boost demand for genuine laser printers.

## India Inkjet Printer Industry Overview

The India inkjet printer market is highly competitive, owing to several market players holding significant market shares. The market has vibrant competitiveness, whether product launches, mergers, takeovers, or new marketing strategies. Canon, Brothers Industries Ltd, Epson India Pvt Ltd., Linx Printing Technologies, Videojet Technologies Inc., Jet Inks Pvt Ltd, Advanced Industrial Micro Systems, KGK Jet India Pvt Ltd, and many more are among the major players in the market. The companies are involved in many growth and expansion strategies to get a competitive advantage. Several business participants also follow the value chain alliance with business transactions in various value chain steps.

### Additional Benefits:

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

### Table of Contents:

#### 1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

#### 4 MARKET INSIGHTS

- 4.1 Market Overview
- 4.2 Industry Attractiveness - Porter's Five Forces Analysis
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Consumers
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Threat of Substitutes
  - 4.2.5 Intensity of Competitive Rivalry
- 4.3 Impact of COVID-19 on the India Inkjet Printer Market

#### 5 MARKET DYNAMICS

- 5.1 Market Drivers
  - 5.1.1 Shift in Consumer Demands and Increasing Adoption of Ink Tank Printers
  - 5.1.2 Increasing Flexibility in terms of Speed and Cost Control
- 5.2 Market Challenges
  - 5.2.1 Technological Limitations and Competition from Laser Printing

#### 6 MARKET SEGMENTATION

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- 6.1 By End-user Industry
  - 6.1.1 Books
  - 6.1.2 Commercial Print
  - 6.1.3 Advertising Print
  - 6.1.4 Transactional Print
  - 6.1.5 Labels
  - 6.1.6 Packaging
  - 6.1.7 Security
  - 6.1.8 Other Print Formats (Photobooks, Magazines, Newspapers, and Catalogs)

## 7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles
  - 7.1.1 Canon India Pvt Ltd.
  - 7.1.2 Epson India Pvt Ltd.
  - 7.1.3 Jet Inks Pvt Ltd.
  - 7.1.4 Colorjet Group
  - 7.1.5 Brother International (India) Pvt Ltd.
  - 7.1.6 Control Print Ltd.
  - 7.1.7 Videojet Technologies Inc.
  - 7.1.8 Advanced Industrial Micro Systems
  - 7.1.9 KGK Jet India Pvt Ltd.
  - 7.1.10 Linx Printing Technologies
  - 7.1.11 Markem-Imaje India Pvt Ltd.
  - 7.1.12 Spravaj Techno Services
  - 7.1.13 Konica Minolta Business Solutions India Private Limited

## 8 INVESTMENT ANALYSIS

## 9 FUTURE OF THE MARKET

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