

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

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### **Report description:**

The Printing Blanket Market size is estimated at USD 1.00 billion in 2025, and is expected to reach USD 1.24 billion by 2030, at a CAGR of 4.34% during the forecast period (2025-2030).

### **Key Highlights**

- Printing blankets are in high demand due to their essential role in ink transfer and pressure regulation. These blankets help transmit ink from the printing press to the paper, ensuring the proper degree of pressure is maintained. Printers need a consistent supply to produce high-quality prints. Additionally, advancements in digital printing technology have increased the demand for printing blankets. This technology requires larger blanket sizes for large-format printing. The improved quality and efficiency of digital printing have made it more popular among businesses and consumers, further driving the demand for printing blankets.
- The printing blanket plays a crucial role in printing by transferring ink from the plate to the substrate. It needs to swiftly lift the ink off the plate and promptly deposit it onto the substrate's surface. Ensuring a seamless transfer is vital to maintaining the image's clarity, achieving precise dot definition, and minimizing dot gain. Moreover, the blanket's ability to swiftly release the printed sheet or paper web is paramount. Factors like web tension, paper transport, and register accuracy can all be directly impacted by the performance of the printing blanket.
- Printing blankets has extensive applications in high-quality printing for flexible packaging. Offset printing blankets, specifically tailored for lithographic printing, are pivotal in this sector. They are instrumental in wide web printing for pouches, wrap-around designs, and other flexible packaging applications. Moreover, digital flexible packaging applications are gaining traction, enabling high-quality, on-demand printing of flexible packaging. This approach boasts lower setup costs and quicker production cycles compared to traditional lithographic printing.
- Continuous enhancement of rubber compounds and fabric carriers guarantees that blankets fulfill the demands of emerging printing press models. Ongoing advancements in printing methods for blankets are being pursued as technology progresses.

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Blankets can serve various purposes, such as advertising and providing warmth. Digital printing stands as the predominant form of printing blanket. With technological progress, the quality of digital prints continues to improve, leading to a rise in the appeal of this type of printing blanket.

- On the other hand, printing blankets encounter various difficulties during printing. Typical issues consist of incorrect bearer pressure, damage to the packing, curled edges, and flattened blankets. These challenges may result in printing flaws like empty spaces or dark spots on the print, causing longer periods of inactivity and decreased efficiency.
- In March 2023, Fujikura Composites made significant strides by extending its curved surface printing blanket operations beyond Japan. The company reported a notable uptick in sales and profits for its Printing Materials (blankets) division during the fiscal year's first half (April to December), concluding on March 31, 2023. While the Japanese market exhibited sluggishness, robust exports spearheaded the growth trajectory. The successful adoption of price hikes from the preceding fiscal year further bolstered the company's performance. Such vendor developments are expected to increase the market's potential in the coming years.
- The rise in the need for top-notch prints across different sectors like packaging, commercial printing, and publishing is propelling the expansion of this market. The expansion of the packaging sector, particularly in developing nations, plays a crucial role in fueling the requirement for offset printing blankets. Despite this, offset printing continues to dominate a substantial portion of the printing industry, particularly for extensive print jobs, thus ensuring a strong demand for offset printing blankets.

## Printing Blanket Market Trends

### Packaging is Expected to be the Most Significant Application of Printing Blankets

- The packaging segment is poised to be a key driver of the market's growth. Packaging printing, utilizing techniques like offset lithography, rotogravure, flexography, digital and screen printing, and a range of ink types, caters to materials like glass, metal, plastic, labels, paper, and paperboard. Its applications span across industries like pharmaceuticals, food, and beverages.
- A rubber printing blanket is utilized in the process of offset printing. It is stretched around a printing cylinder for its first use in a printing machine, transferring ink from the printing plate to the paper. Offset printing is commonly used for paperboard packaging, especially for small retail and cosmetic packaging. This method produces sharper and more vibrant prints for fine text and artwork. It is crucial to ensure clear and concise information on packaging to effectively communicate important details to customers.
- In March 2023, PLASTO PU transfer blankets were announced as suitable for the packaging industry, whether for letterpress or flexographic printing on rigid substrates or pre-formed plastic containers. Due to Porvair's unique characteristics - high porosity and compressibility, the surface remains undistorted during printing, resulting in exceptionally clear prints. They are appropriate for various substrates, such as PP, PS, EPS, HIPS, ABS, HDPE, and LDPE.
- - The expansion of the packaging industry, particularly in emerging markets, is a significant factor fueling the demand for offset printing blankets. According to BIGS, Brazil's packaging industry had a gross production value of BRL 144.4 billion in 2023, compared to BRL 123.2 billion. This indicated a growth of over BRL 20 billion from the previous year and a substantial increase since 2016. The impressive capabilities of the packaging industry will lead to a notable demand in the LA region.
- Enhanced collaboration between converters and retailers in the packaging sector has spurred the creation of novel customer enticements. The rise of online shopping and the trend toward personalized experiences have notably bolstered the commercial printing market within packaging. Consequently, a growing number of packaging firms are channeling investments into commercial printing solutions, propelling the market's expansion.
- Additionally, digital printing is becoming more and more crucial for flexible packaging as it caters to a wide range of market and consumer requirements that can be addressed with advanced digital production equipment. Lithographic printing blankets are frequently used for offset printing and are suitable for flexible packaging printing purposes. Flexible packaging applications encompass wide web printing for pouches, wrap-around packaging, and other uses. The rising need for flexible packaging techniques in different sectors will create substantial market prospects for multiple suppliers.

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## Asia-Pacific is Expected to Dominate the Market

- Asia-Pacific is witnessing significant market expansion as a result of heightened demand from critical territories such as India, China, Japan, and Korea. The growth in the region's printing market is being fueled by factors like high print media penetration, increased investments in print media advertising, the rise of e-commerce, and urbanization. Moreover, the market is experiencing growth due to advancements in printing technology and the increasing need for efficient and cost-effective printing processes.
- The paper print and packaging industries in Asia-Pacific have demonstrated steady growth over time. As an illustration, statistics from the National Bureau of Statistics of China indicated that by May 2024, China had produced approximately 13.26 million metric tons of processed paper and cardboard, compared to 12.24 million metric tons in May 2023. These notable production capabilities are expected to drive opportunities for printing materials and bolster market growth in the region.
- The textile printing sector is a crucial area that is presenting substantial growth prospects for the market studied. The Indian textile industry registered a market size of USD 223 billion in 2021, marking an increase from the previous year's USD 150 billion. The market size is projected to reach USD 250 billion by 2030. Furthermore, in June 2023, the Indian government sanctioned R&D projects valued at USD 7.4 million (INR 61.09 crore) in the textile sector. These noteworthy advancements in the region's textile industry are expected to propel opportunities for the printing blanket market.
- Moreover, the rise in digital printing is anticipated to favor the region's printing blankets market. Digital printing provides quicker turnaround times, variable data printing capabilities, and reduced setup costs, making it attractive to a diverse customer base. The expansion of the packaging industry, particularly in developing countries such as India, is a significant factor driving the demand for printing blankets. Furthermore, advancements in printing technology and the requirement for efficient and cost-effective printing processes are also driving the market's growth.
- In recent years, the packaging industry has emerged as a crucial sector that fuels technological advancements and innovation in the nation while also enhancing the value of different manufacturing sectors. The introduction of new technologies, coupled with the surge in e-commerce, evolving lifestyles, urbanization, and heightened personal health consciousness, has significantly propelled the expansion of the print and packaging markets. As per IBEF, India allows 100% Foreign Direct Investment (FDI) through the automatic route in the paper and packaging industries. Several foreign companies are investing significantly in the region's packaging industry, which is expected to enhance market opportunities.
- Current developments in the region's printing blankets industry involve a rise in the demand for environment-friendly and sustainable printing options. Producers are concentrating on creating blankets that lessen waste and lower environmental consequences. Additionally, there is a surge in the acceptance of digital printing technology, leading to a need for specialized blankets that work well with this technology. Furthermore, substantial investments in packaging, the paper industry, and others are projected to boost market growth in the coming years.

## Printing Blanket Market Overview

The printing blanket market is fragmented due to the presence of many players. In addition, market penetration is growing with a strong presence of major players in established markets. Furthermore, significant players are developing their products and expanding their footprint globally, further creating competitiveness in the market studied. Some major players operating in the market include Continental AG, Habasit AG, Kinyosha Co. Ltd, and Flint Group.

- October 2023: Koenig & Bauer Banknote Solutions revealed a new strategic collaboration with BIRKAN GmbH to enhance its range of consumables and reinforce the goal of creating a distinctive printing ecosystem tailored to the specific requirements of high-security printers. Within this partnership, BIRKAN GmbH will oversee the sourcing and refining of printing blankets and other

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consumables, offering guidance to Koenig & Bauer Banknote Solutions and its clients on the efficient supply of these essential materials.

- May 2023: Flint Group launched its PRISM sustainability framework, which outlined its plans to reduce its environmental impact. The company's sustainability framework includes a range of targets, such as circular economy product development, reducing operational impacts, and building a diverse workforce.

- May 2023: Continental expanded its business with printing industry solutions. Continental entirely bought Trelleborg's printing technology business situated in Lodi Vecchio, Italy. This strategic move broadened the company's offering of surface solutions in printing technology while expanding its relationship with the industry.

#### Additional Benefits:

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

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