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Production Printer - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 135 pages | Mordor Intelligence

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Report description:

The Production Printer Market size is estimated at USD 6.61 billion in 2025, and is expected to reach USD 8.03 billion by 2030, at a CAGR of 3.96% during the forecast period (2025-2030).

Key Highlights
- Growth in Packaging Applications Drives Market Expansion: The Production Printer Market is undergoing significant growth, with the packaging sector being a primary driver. In 2022, packaging applications accounted for 43.7% of the market share. The rising demand for customization in product packaging is pushing this growth, as brand owners increasingly focus on using creative packaging to capture consumer attention. In 2022, the market size for packaging applications in the production printer market was valued at USD 2,530.6 million, and it is projected to reach USD 3,297.2 million by 2028, growing at a CAGR of 4.35% from 2023 to 2028.
- E-commerce boom: The rise in e-commerce is fueling demand for innovative packaging solutions, with product manufacturers using digital printing to customize packaging for targeted consumer groups.
- Folding cartons: Investments in design, sustainability, and digital printing have popularized folding cartons, especially within the food industry.
- Tobacco, pharmaceutical, and alcohol packaging: Dynamic regulations and anti-counterfeiting measures are boosting the demand for high-quality printing on these products.
- High-Performance Inkjet Printers Fuel Market Growth: High-performance inkjet printers play a pivotal role in market expansion, with the inkjet production segment valued at USD 5,081.3 million in 2022. By 2028, this segment is expected to grow to USD 6,456.7 million, achieving a CAGR of 3.92%. Inkjet technology is favored due to its speed, customization options, and efficiency in handling modern print production demands.
- Dominant players: Xerox, Canon, Ricoh, HP, and Lexmark lead the inkjet printer market with continuous innovations that

enhance quality and reliability.
- Recent launches: Canon's ProStream 3000 series (launched in February 2023) offers high-speed industrial printing with offset quality. Markem-Imaje's new 9750+ inkjet printer (April 2023) allows for advanced coding using both dye and pigment inks.
- Market Segmentation and Regional Dynamics: The Production Printer Market is divided by type, production method, technology, and geography. Continuous feed printers held 95.6% of the market share in 2022, proving to be a cost-effective solution for high-volume printing. Regionally, the Asia-Pacific area dominated the market with a 44.9% share.
- Asia-Pacific dominance: Emerging markets in India, Indonesia, and Vietnam are showing strong growth, contributing to the region's overall market leadership.
- U.S. market trends: The U.S. market was valued at USD 1,376.2 million in 2022, and is expected to grow at a CAGR of 3.57% to reach USD 1,713.9 million by 2028, driven by favorable policies supporting commercial printing.
- Competitive Landscape and Technological Advancements: The production printer market is highly consolidated, with major players like Xerox, HP, Ricoh, and Canon holding a strong market presence.
- Xerox and HP innovations: Xerox's portfolio includes digital presses like the IRIDESSE PRODUCTION PRESS, while HP's Designjet Z6800 leads in photo production. Companies are also investing in cloud technologies and AI-driven solutions to stay competitive.

Production Printer Market Trends

Monochrome Segment Dominates Production Printer Landscape

The monochrome segment, valued at USD 3,637.8 million in 2022, is expected to grow to USD 4,559.1 million by 2028, representing a CAGR of 3.68%. This growth is driven by the cost-efficiency and speed of monochrome printers, which are crucial for high-volume print environments that do not require color printing.

- Cost-efficiency: Monochrome printers offer faster print speeds and lower operational costs, making them the preferred choice for offices and industries focused on high-volume output.
- Technological advancements: Canon's varioPRINT 140 QUARTZ (2024) and Konica Minolta's bizhub 950i and 850i (2024) provide small-scale print shops with the tools to handle production peaks and maintain operational flexibility.
- Critical applications: Monochrome printing is essential for sectors like book publishing, user manuals, and transactional forms, which require consistent high-volume output at minimal cost.

Asia-Pacific: The Growth Engine of Production Printer Market:

The Asia-Pacific region has emerged as the largest market for production printers, with a 44.9% market share in 2022. The region is expected to grow from USD 2,601.9 million in 2022 to USD 3,379.6 million by 2028, with a CAGR of 4.30%.

- China leads the way: China dominates the regional market with a 53.39% share in 2022, while India is showing rapid growth with a projected CAGR of 4.38%.
- Industrial diversity: The wide range of industries, from food to consumer electronics, contributes to the region's growing demand for printing solutions.
- Innovation: Companies like FUJIFILM Business Innovation Corp. continue to push technological boundaries with models like the Revoria Press EC1100 and Revoria Press SC180/SC170, offering high-quality productivity solutions.

Production Printer Market Overview

Global Players Dominate Consolidated Market: The Production Printer Market remains consolidated, with major global players such as Xerox, HP, Canon, and Ricoh leading the space. These companies leverage their extensive product portfolios, innovation capabilities, and financial resources to maintain market dominance.

High entry barriers: New entrants face significant challenges due to the dominance of large players and high development costs in the production printer industry.

End-to-end solutions: Leaders in the market provide comprehensive offerings that integrate hardware, software, and services, addressing a wide range of customer needs across different sectors.

Innovation and Comprehensive Solutions Drive Leadership: Companies are focusing on innovation, particularly in high-speed inkjet technology, digital printing, and automation, to maintain their competitive edge. Canon and HP have consistently demonstrated leadership by offering differentiated products tailored to specific market segments.

Future strategies: Key players are exploring growth opportunities in 3D printing, AI-powered solutions, and eco-friendly technologies, aligning with market demands for sustainability. Expanding into high-growth areas like industrial and packaging printing also offers strategic advantages.

Strategies for Future Success in the Market: In addition to technological innovation, companies that can successfully tap into emerging market trends, such as cloud-based printing and digital services, are expected to thrive. Partnerships, acquisitions, and R&D investments will remain central to expanding market share and technological expertise.

Additional Benefits:

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

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