Indian Printer Cartridge Market Report and Forecast 2025-2034

Market Report | 2025-08-13 | 147 pages | EMR Inc.

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Report description:

The Indian printer cartridge market is supported by the growth of the ink and toner cartridge market in the country. The Indian ink and toner cartridge market stood at a value of nearly USD 693.52 Million in 2024 . The ink and toner cartridge industry in India is further estimated to grow at a CAGR of 15.00% between 2025 and 2034 to reach a value of USD 2805.68 Million by 2034 .

The Indian printer cartridge industry is being driven by the growing electronics sector in the region, leading to the increased penetration of PCs and printers in the region. With the increasing demand for printers, the market is witnessing a healthy growth. In 2020, the inkjet printer shipments in the region grew YoY by 5.6% led primarily by Epson. The major factor driving the industry further is the rising demand for ink tank printers which recorded YoY growth of nearly 20% in its shipments in the region, the highest growth in the last five quarters. While the overall laser printer market declined YoY by 12%, the copier segment grew by 19% YoY, recording the highest shipment ever in the year. The key manufacturers are switching from ink cartridge printers to high-capacity ink tank printers as they offer a smaller environmental footprint than laser printers and even ink cartridge printers, further offering a huge value by sharply lower printing costs. The copier market grew as a result of its strong demand from the government sector and the government's continued tight monitoring of the refurbished copier market. These developments in the printer market are expected to support the growth of the India printer cartridge market positively.

In compatible cartridges, consumers can save 50-60% as compared to buying an OEM cartridge. Further, the popularity of refilled and non-OEM cartridges is on the rise, and their growing demand can be attributed to factors like the high cost of OEM cartridges combined with the emergence of refills and remanufacturers with better equipment and good quality raw material (inks and so on) in recent years.

Market Segmentation

Printer cartridge may refer to the ink cartridge, used in inkjet printers or toner cartridge, used in laser printers. During the printing process in the inkjet printer, ink cartridge gets deposited onto paper, while in a laser printer, a toner cartridge is a fine, dry mixture of plastic particles, carbon, and black or other colouring agents that make the actual image on the paper during the

printing process carried out using a laser printer.

The different types of printer cartridge available in the industry are:

- Ink Cartridge?
??- Original
??- Remanufactured/ Recycled
??- Compatible
??- Refilled

- Toner Cartridge

??- Original
??- Remanufactured/ Recycled
??- Compatible
??- Refilled

On the basis of sector, the industry is further divided into:

- Organised Sector
- Unorganised Sector

It finds its end-uses in the following segments:

- Commercial
- Government Agencies
- Others

Market Analysis

The Indian printer cartridge industry is being driven by the growth of the print consumables market in the region, alongside the expanding printer industry. The consumables market relies directly on the number of installed printers in the region. The market potential for compatible cartridges, among different types of printer cartridge, is good due to the high cost of OEM cartridges and low quality of refilled cartridges and remanufactured cartridges. However, compatible cartridge brands have seen a dip due to the presence of numerous refill outlets, local remanufactured brands, Chinese cartridges, and fake cartridges.

In India, the growing literacy together with rising educational levels and rapidly progressing trade and industry is further aiding the printer cartridge industry in the region. The increased literacy rate has a direct positive effect on the rise of the circulation of papers and magazines in the region. Further, the rapid advancement in technology has prompted many industries to make the transition from analogue to digital, thus, making the printing industry adopt digital technology. Many segments of the printing industry are replacing offset printing with digital, which is expected to experience remarkable growth over the next few years. The printers with these services are already seeing key benefits, including improved customer satisfaction and increased profitable revenue. Digital printing is on the rise, and its demands from the print customers are increasingly being met with digital printing and related services.

The increased population and rising disposable incomes in the region in providing a boost to the industry. In January 2020, Pantum, a laser printer brand that has shown significant progress in the printing industry and market penetration around the

world, announced that it plans to position, promote, and establish itself in the Indian market in the coming years. Pantum provides laser printers with advanced core technologies, which is further backed by reliable, cost-effective, and environment-friendly printing solutions. Such developments are expected to aid the printer cartridge industry in the region over the forecast period.

Competitive Landscape

The report gives a detailed analysis of the following key players in the Indian printer cartridge market, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant turnarounds:

- HP Development Company, L.P.
- Epson India Pvt. Ltd.
- Brother International (India) Pvt. Ltd.
- Dell
- Others

The comprehensive EMR report provides an in-depth assessment of the industry based on Porter's Five Forces Model, along with giving a SWOT analysis.

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