

Global Printing Inks Market 2016 Share, Trend, Segmentation and Forecast to 2020

WiseGuyReports.Com Publish a New Market Research Report On – “Global Printing Inks Market 2016 Share, Trend, Segmentation and Forecast to 2020”.

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This market research study presents a detailed segmentation of the [global printing inks market](#) by printing process (lithographic inks, flexographic inks, digital inks, and gravure inks), by application (packaging industry, publishing and printing industry, and promotion and others), and by geography (APAC, EMEA, North America, and ROW). The key vendors identified in the market are Flint, Royal Dutch Printing Ink Factories, Sakata, Sun Chemical, T&K TOKA, Toyo Ink, and Wikoff Color.

Overview of the printing inks market

Extensive research carried out by the analysts at Technavio has shown that the global printing inks market to grow steadily at CAGR of more than 5% during the forecast period. The rapid growth of the packaging industry is one of the key factors driving the printing inks market globally. Packaging and labeling have become so much more than just providing information about the price and name of the product. Packaging in terms of design, color, and ingredients play a significant role in attracting customers. Also, the increasing demand for flexible packaging from the consumer goods industry and adoption of several technological innovations in packaging has led to a significant growth in the packaging industry since 2005. Thus, in a highly competitive market, it is of prime importance for the manufacturers to create shelf appeal and visibility of their products which has resulted in manufacturers increasing their focus on proper packaging to create brand awareness and attract customers. Thus, the growth of the packaging industry will translate into the growth of the printing inks market during the forecast period.

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In this industry research report, the analysts have estimated factors such as the growing popularity of vegetable oil-based inks is expected to aid in the growth of this market until the end of 2020. Rising



concerns about the presence of heavy metals in printing inks and VOC emissions has led to the increasing adoption of printing inks made of vegetable oil-based solvents. Moreover, these eco-friendly inks result in improved paper recyclability as they enable efficient separation of ink from paper. Furthermore, the augmented demand for vegetable oil-based inks in the food packaging industry and the low costs of these inks will bolster this market's growth prospects in the coming years.

Segmentation by printing process and analysis of the printing inks market

- Lithographic inks
- Flexographic inks
- Digital inks
- Gravure inks

During 2015, the lithographic inks segment dominated the global printing inks market and accounted for close to 41% of the market share. Factors such as the extensive applications of lithographic inks in commercial printers and its numerous advantages like longer plate life, image quality, lower costs, lower ink consumption, and printing flexibility will aid in the steady growth of this market segment until the end of 2020.

Geographical segmentation and analysis of the printing inks market

- APAC
- EMEA
- North America
- ROW

In this market research study, the analysts have estimated North America to be the largest market for printing inks over the forecast period. The market for eco-friendly inks in the region has significantly benefitted from the imposition of stringent environmental regulations by the Environmental Protection Agency (EPA) regarding the use of inks containing high quantities of VOC.

Competitive landscape and key vendors

The global printing ink market is highly fragmented due to the presence of numerous well-established global and regional vendors. The rapid technological advancements, intense competitions and frequent changes in consumer preferences will pose a threat to the market growth during the forecast period.

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Key vendors in this market are -

- Flint
- Royal Dutch Printing Ink Factories Van Son
- Sakata
- Sun Chemical
- T&K TOKA
- Toyo Ink
- Wikoff Color

Other prominent vendors analyzed in this report are ALTANA, Brancher, CROMOS TINTAS GRAFICAS, Dainichiseika Color & Chemicals Manufacturing, DIC, Encres Dubuit, Environmental Inks and Coatings, Huber Group, Siegwark Druckfarben, and Zeller + Gmelin.

Key questions answered in the report include

- What will the market size and the growth rate be in 2020?
- What are the key factors driving the global printing inks market?
- What are the key market trends impacting the growth of the global printing inks market?
- What are the challenges to market growth?
- Who are the key vendors in global printing inks market?
- What are the market opportunities and threats faced by the vendors in the global printing inks market?
- Trending factors influencing the market shares of the APAC, EMEA, North America, and ROW.
- What are the key outcomes of the five forces analysis of global printing inks market?

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