

OVERVIEW OF PRINT EQUIPMENT MARKETS

PRINTING SERIES 

COVID-19 has had a **major impact** on the print machinery market, with an accelerating effect on trends that were already being established. This crisis has bought about enduring **socio-economic changes** to consumer behaviours that will **directly affect buying patterns**.

Due to COVID-19, the market fell in 2020 by 2.4% against 2019	In 2021, the market is expected to grow by nearly 20% from 2020	Print equipment market is expected to reach \$15.86 billion in 2021	Print equipment market forecast to reach a value of \$15.75 billion by 2026
--	--	--	--

PRINT EQUIPMENT INDUSTRY IMPACTS & TRENDS

 <p>SUSTAINABILITY</p> <p>Initiatives around the world to address the negative view of plastic packaging have a direct impact on the sale of printing machinery.</p>	 <p>COVID-19</p> <p>The pandemic has had a huge impact, with a sharp drop in sales for the overwhelming majority of printing equipment suppliers.</p>	 <p>DRUPA</p> <p>The printing equipment market has been based around the four-year drupa cycle, so the cancellation of the 2020 event had a huge impact.</p>	 <p>SUPPLY CHAIN</p> <p>COVID-19 highlighted the fragility of existing supply chains causing knock on effects on the printing equipment market.</p>
 <p>ANALOGUE</p> <p>Most analogue markets are forecast to decline at an increasing rate, a trend that was seen pre-COVID.</p>	 <p>DIGITAL</p> <p>Adoption of digital technologies is increasing at an accelerate pace, a trend also seen pre-COVID.</p>	 <p>CUSTOMERS</p> <p>COVID-19 has led to modified buying patterns, impacting sales within the printing equipment market.</p>	 <p>ONLINE</p> <p>COVID-19 has led to consumers being more accustomed to using online services more, rather than relying on physical print.</p>

MARKET FORECASTS

2.6% Fall in total analogue equipment sector between 2016 and 2021 (CAGR)

↑ Sales of **digital presses** have increased. **Electrophotography** and **inkjet** press sales were affected by the COVID-19 pandemic that depressed sales in 2020, however the extent and duration of this downturn was less than that seen by analogue sectors.

These technologies saw good growth from 2016 to 2021, with a peak in 2019. **Growth will continue to 2026.**

 <p>SHEETFED OFFSET LITHOGRAPHIC</p> <p>Offset lithography (or litho) is a print method in which images are transferred from metal or plastic plates via rubber blankets and 'offset' to the print media.</p>	<p>\$2.6 billion Global sales in 2021</p> <p>\$2.25 billion Forecast value in 2026</p>
 <p>WEB OFFSET LITHOGRAPHIC</p> <p>Web offset printing is used for printing long runs of non-rigid print media at high speed. There are two variations; heatset litho and coldset litho.</p>	<p>\$132 million Heatset forecast value in 2026</p> <p>\$229 million Coldset forecast value in 2026</p>
 <p>FLEXOGRAPHIC</p> <p>Flexo is a rotary process that uses a printing plate with the image area consisting of raised areas. The printing plates are usually photopolymer or rubber.</p>	<p>\$1.23 billion Value of sales in 2020</p> <p>\$1.57 billion Forecast value in 2026</p>
 <p>GRAVURE</p> <p>Gravure is used for high quality print applications that require a sharp, fine image. It is a rotary process where the image is carried by an engraved cylinder.</p>	<p>\$487 million Global sales in 2020</p> <p>3.7% Share of total print equipment sales</p>
 <p>SCREEN PRINTING</p> <p>Screen printing is a highly versatile process that is used for a vast array of coating and decorative applications.</p>	<p>\$237 million Market value in 2020</p> <p>\$335.2 million Forecast value in 2026</p>
 <p>PREPRESS & POSTPRESS</p> <p>Prepress and postpress operations are an important part of the printing process, for which a range of specialist equipment is needed.</p>	<p>\$569 million Prepress market value in 2026</p> <p>\$417.2 million Postpress market value in 2026</p>
 <p>ELECTROPHOTOGRAPHIC</p> <p>Process that uses a semiconductor coated, electrostatically charged drum or belt which is selectively illuminated to form the image carrying medium.</p>	<p>\$1.43 billion Market value in 2020</p> <p>2.2% Growth from 2021 to 2026 (CAGR)</p>
 <p>INKJET PRINTING</p> <p>A non-contact process in which liquid inks are ejected from print heads in droplet form, landing on the print medium located a very short distance away.</p>	<p>\$3.1 billion Market value in 2020</p> <p>3.6% Growth from 2021 to 2026 (CAGR)</p>

GEOGRAPHIC FORECASTS

<p>WESTERN EUROPE</p> <p>Forecast to decline by 0.5% CAGR to 2026.</p>		<p>ASIA</p> <p>Asia has the largest share of the global print equipment market.</p> <p>China has just over 46% of regional sales value in 2021.</p> <p>India grew by 0.8% CAGR from 2016 to 2021.</p> <p>Japan has a 23% regional share by sales volume in 2021.</p>
<p>NORTH AMERICA</p> <p>Forecast to grow 0.9% CAGR from 2021 to 2026.</p>		

FIND OUT MORE

Smithers' new expert report, **The Future of Print Equipment Markets to 2026**, will provide you with a comprehensive view of the current and future trends in print equipment, including market forecasts, key industry drivers impacting the sales and installed base of both analogue and digital machinery, the impact of COVID-19, and the technological developments within the printing machinery segment that will drive growth over the next 5 years.

FIND OUT MORE & DOWNLOAD BROCHURE

ABOUT SMITHERS

Smithers have over **100 years of knowledge and experience**, and is the recognised market leader for producing industry reports. Our market research brings together a global network of experts, and the methodology blends secondary and primary research across an unrivalled industry network.

Smithers also run industry-leading conferences, and offer extensive testing services across the world.

FIND OUT MORE

HAVE A QUESTION? GET IN TOUCH WITH US:

Europe
Stephen Hill
shill@smithers.com
+44 (0) 1372 802025

Americas
Sean Walsh
swalsh@smithers.com
+1 330 762 7441 ext. 1134

Asia
Ciaran Little
clittle@smithers.com
+44 (0) 1372 802079

