MARKET REPORT

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The Future of Flexographic Printing to 2027

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KEY FACTS

The flexographic printing market is estimated to be worth **$185 billion** at current prices in 2021

The market can expect a **growth rate of 2.1%** from 2021 to 2027, with the market totalling $205 billion by 2027

Globally, the largest market for flexo printing in 2022 is **corrugated packaging,** which will remain the largest segment to 2027.

Who should buy the report?

- Materials suppliers
- Manufacturers of flexographic press, and prepress equipment
- Suppliers of flexographic printing inks, plates and sleeves
- Flexographic press operators
- Packaging converters and printers
- Consultants and analysts

Our exclusive content

- *Comprehensive data set covering all major end-use applications, national and regional markets, as well as current and future demand for flexographic equipment and consumables*
- *In-depth analysis of the key market drivers and trends that are changing the shape of the flexographic printing industry*
- *How the flexographic printing market is managing shift in demand and the digital challenge.*

Over the past 3 years, over **730** companies have used our market reports as part of their business planning, with **90%** of those saying they would recommend our services to others.

What does the report cover?

The global print marketplace is changing rapidly with shifts in consumer, retailer and client demands. Increasing demand for more variation and lower run lengths is driving advances in flexographic technology, aimed at improving efficiency within an increasingly digitalised market.

The main focus of this report is to provide an insight into key product markets that are part of the flexographic print process and future evolutions. It will assist in the decision-making process of companies considering potential new investment and expansion, and those that may be interested in adding a flexographic print process to their services portfolio.

What will you discover?

- *The* **challenge for print suppliers** *to implement advances in flexographic technology as digital continues to exert market pressure*
- *The* **consumer and retail trends** *driving demand for shorter, more customised manufacturing runs in consumer goods and packaging*
- *The impact on the printing industry of changes to* **sustainability measures** *and how flexographic printing is adapting accordingly*
- *The* **impact of automation** *on the world of flexographic printing.*

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About the author

David Zwang has helped companies increase their productivity, margins and market reach for over 40 years. He specialises in process analysis, automation, engineering and strategic development of firms in the fields of publishing and packaging across the globe. His expertise in production optimisation, strategic business planning and market analysis has transformed many businesses. He is currently Chair of the GWG and sits on the bodies of many standards.

The Smithers methodology

This report is based on extensive primary and secondary research. Primary research consisted of targeted interviews with materials suppliers, converters and experts drawn from key markets.

This was supported by secondary research in the form of extensive literature analysis of published data, official government statistics, domestic and international trade organisation data, company websites, industry reports, trade press articles, presentations, and attendance at trade events.

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