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Multi-Client

The Opportunity for Print On Demand Solutions in the Label Industry

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Abstract

The overall goal of this study is to help production printing equipment, supplies, and software manufacturers understand the nature and extent of the opportunity that full color on demand label printing presents, and how to address that opportunity most successfully. The study aims to achieve a number of related goals:

- Segment and profile the global label printing industry by major geographic region (North America, Europe, ROW), in terms of numbers of establishments, print volume, and revenues.
- Assess key trends affecting adoption of POD for label printing, such a regulatory initiatives, shorter run lengths
- Understand the use of production digital label printing technology and services, in terms of major applications, vertical markets, and differences by geographic region.
- Assess label converters' opinions, purchase intentions and product requirements for production POD labels systems
- Size and forecast the global market for key products (units, revenue) and regions (North America, ROW) for POD label printing systems and their output, 2005-2010.
- Identify opportunities and strategies for technology, substrate, and supplies vendors, in particular based on label converter and customer preferences.

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