

Digital Printing For Flexible Packaging Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Flexible & Barrier Packaging (Packaging)

> ****Source:**** <https://www.mordorintelligence.com/industry-reports/digital-printing-for-flexible-packaging-market>

> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 6.63 billion
Projected Forecast (2031)	USD 6.63 billion
Growth Rate (CAGR)	11.80 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Digital Printing For Flexible Packaging industry](images/chart_2.png)

![Digital Printing for Flexible Packaging Market (2026 - 2031)](images/chart_3.png)

![Digital Printing for Flexible Packaging Market: Market Share by Printing Technology](images/chart_4.png)

![Digital Printing for Flexible Packaging Market: Market Share by Material Type](images/chart_5.png)

![Digital Printing for Flexible Packaging Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Digital Printing for Flexible Packaging Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview	Study Period 2020 - 2031
Market Size (2026)	USD 6.63 Billion
Market Size (2031)	USD 11.58 Billion
Growth Rate (2026 - 2031)	11.80 %

Fastest Growing Market | Asia Pacific |
Largest Market | Asia Pacific |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Digital Printing For Flexible Packaging Market Analysis by Mordor IntelligenceThe digital printing for flexible packaging market size is projected to be USD 5.97 billion in 2025, USD 6.63 billion in 2026, and reach USD 11.58 billion by 2031, growing at a CAGR of 11.80% from 2026 to 2031. The main shift comes from shorter production runs, faster artwork changes, and broader SKU portfolios, which make conventional plate-and-cylinder economics less attractive. Brand owners are asking converters to respond faster, which is pushing digital workflows from a specialist option into a regular production tool across many packaging programs. E-commerce demand is also changing the order mix, as regional packs, language variants, and campaign-based formats require shorter lead times and more frequent changeovers. At the same time, recyclable paper structures and stricter food-contact requirements are improving the position of water-based and other compliant digital systems. The biggest opportunity sits with converters that can combine reliable throughput, compliant inks, and flexible commercial models, while the main check on adoption remains the high capital cost of production-grade presses.

Key Report Takeaways* By printing technology, UV Inkjet captured 30.88% of the digital printing for flexible packaging market share in 2025.

* By packaging type, digital printing for flexible packaging market size for pouches is projected to grow at a 12.74% CAGR between 2026-2031.

* By ink type, water-based inks captured 38.96% of the digital printing for flexible packaging market share in 2025.

* By material type, the digital printing for flexible packaging market is projected to grow at a 14.21% CAGR between 2026 and 2031 for compostable films.

* By end user industry, food applications captured 36.32% of the digital printing for flexible packaging market share in 2025.

* By geography, digital printing for flexible packaging market size for Asia-Pacific is projected to grow at a 13.06% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Digital Printing For Flexible Packaging Market*Driver | (~)% Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |

Short-Run SKU Proliferation in Flexible Packs | +2.8% | Global | Short term (≤ 2 years) |

E-Commerce-Driven Regionalized Packaging Demand | +2.5% | Asia-Pacific core, spill-over to North America and Europe | Short term (≤ 2 years) |

Brand Demand for Variable Data and Mass Customization | +2.2% | Global, concentrated in North America and Europe | Medium term (2-4 years) |

Hybrid Digital Presses Reducing Changeover Waste and Lead Time | +1.9% | Global | Medium term (2-4 years) |

Low-Migration and Food-Safe Ink Adoption in Regulated Packs | +1.3% | Europe and North America | Medium term (2-4 years) |

Direct-To-Converter Digital Printing for Micro-Fulfillment and Personalized Medicine | +0.9% | North America and Europe | Long term (≥ 4 years) |

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The digital printing for flexible packaging market remains moderately fragmented, and competitive intensity changes depending on whether the focus is on presses, inks, workflow software, or conversion capacity. No single supplier has established clear control across print speed, substrate versatility, and food-contact readiness, which keeps buyer choice relatively open and preserves room for differentiated offers. BOBST has sought to address one of the market's practical adoption barriers through its Kyveris open-API environment, which enables third-party MIS, workflow, and finishing system integration without forcing converters into a closed software stack. That strategy matters because some converters have delayed digital investment as much because of integration complexity as because of print performance.

At the converter tier, ePac has built the clearest digital-only scale model, with more than 22 facilities worldwide operating around digital flexible packaging production. Its USD 50 million, 3-year agreement with HP for more than 10 Indigo 200K presses shows how equipment, service, and consumables relationships are becoming longer term and more difficult for rivals to displace. Flint Group Digital Xeikon also changed its commercial approach with the global launch of Ecolyne in 2026, lowering the entry threshold for converters that could not afford a full press purchase upfront. In the digital printing for flexible packaging market, that means competition is now being shaped by financing structures and operating models as much as by technical specifications.

The largest white space still sits with mid-sized analog-only converters because many have the SKU diversity needed for digital production but not the certainty to spend USD 1 million to USD 2 million in one step. Strategic moves in 2025 and 2026 reflected that opening, including Gallus and Heidelberg launching the Gallus Five hybrid platform and Flint Group Digital Xeikon introducing subscription access.[4] Flint Group Digital Xeikon, "Flint Group Digital Xeikon Launches Ecolyne Worldwide," Flint Group Digital Xeikon, xeikon.com SCREEN's commercial production at Sacchital and BOBST's converter-focused demonstrations in Shanghai and Istanbul also showed that vendors are using live production proof points to reduce adoption hesitation. The digital printing for flexible packaging market is therefore rewarding suppliers that combine reliable throughput, compliance readiness, flexible pricing, and close converter support.

Digital Printing For Flexible Packaging Industry Leaders* Amcor plc

* Mondi plc

* Huhtamäki Oyj

* CCL Industries Inc.

* Sealed Air Corporation

* *Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Digital Printing For Flexible Packaging Market Report Scope Digital printing for flexible packaging refers to the process of using digital technology to print designs, text, and images directly onto flexible packaging materials. This method offers high-quality printing, faster turnaround times, and customization options, making it a preferred choice in the packaging industry. It excludes conventional (plate-based) printing, digital print on non-flexible substrates such as corrugated, cartons, and rigid packaging, and printing equipment/consumables.

The Digital Printing for Flexible Packaging Market Report is Segmented by Printing Technology (Electrophotography, UV Inkjet, Water-based Inkjet, Hybrid Presses

, and Other Printing Technologies), Packaging Type (Pouches, Stick Packs and Sachets, Wraps and Rollstock, Bags, Labels, and Other Packaging Types), Ink Type (UV-curable Inks, Water-based Inks, Solvent-based Inks, and Electron-beam (EB) Inks), Material Type [Plastic Films (PET, PE, PP), Paper and Paper-based Laminates, Aluminum Foil, Compostable Films, and Other Material Types), End-User Industry (Food, Beverages, Pharmaceuticals, Personal Care and Cosmetics, Household, and Other End-user Industries), and Geography (North America, South America, Europe, Asia-Pacific, and Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

By Printing TechnologyElectrophotography |
UV Inkjet |
Water-based Inkjet |
Hybrid Presses |
Other Printing Technologies |

Segmentation Accordion Item

By GeographyNorth America | United States |
| Canada |
| Mexico |
South America | Brazil |
| Argentina |
| Rest of South America |
Europe | Germany |
| United Kingdom |
| France |
| Italy |
| Spain |
| Russia |
| Rest of Europe |
Asia-Pacific | China |
| Japan |
| India |
| South Korea |
| Australia |
| Thailand |
| Indonesia |
| Rest of Asia-Pacific |
Middle East and Africa | Middle East | Saudi Arabia |
	United Arab Emirates
	Turkey
	Rest of Middle East
Africa	South Africa
	Nigeria
	Egypt
	Rest of Africa

Frequently Asked Questions

What is the current and forecast value of digital printing for flexible packaging?

The market was valued at USD 5.97 billion in 2025, stands at USD 6.63 billion in 2026, and is forecast to reach USD 11.58 billion by 2031 at an 11.80% CAGR.

Which printing technology leads revenue generation?

UV inkjet led the technology segment with a 30.88% share in 2025 because of its broad substrate compatibility and mature service and ink ecosystem.

Which packaging format is growing the fastest?

Stick packs and sachets are projected to grow at a 12.74% CAGR through 2031, supported by single-serve nutrition, convenience formats, and pharmaceutical serialization needs.

Why are water-based inks important in this space?

Water-based inks held a 38.96% share in 2025 and are benefiting from food-contact compliance needs and the shift toward paper-based recyclable packaging.

Which region offers the strongest growth outlook?

Asia-Pacific was the largest region with a 35.95% share in 2025 and is also the fastest-growing region, with a projected 13.06% CAGR through 2031.

Why is pharmaceutical demand rising so quickly?

Pharmaceuticals are projected to grow at a 13.59% CAGR through 2031 because serialization, personalized medicine packaging, and micro-fulfillment all require variable data and shorter production runs.