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DEVELOPMENT FORECASTS GLOBAL PRINTING PRODUCTS MARKET

ADILCHAEV R.T.

Adilchaev Rustem Tursinbaevich – PhD, professor, Karakalpak state university named by Berdakh, Nukus, Uzbekistan
E-mail: rustemadilchaev@gmail.com, https://orsid.org/0000-0001-7598-6298

Abstract. Printed media, transformed into advertising, is present in every sector of the economy. Everyone interacts with advertising, either by ordering it or directly consuming it. Therefore, modern printing is a significant industry, responsible for reproducing printed materials, as well as publishing books and magazines, newspapers, labels, and packaging. However, the rapid development of digital technologies and the improvement of visual information dissemination processes are currently challenging the relevance and effectiveness of printed media.

In the article analysis presented share of the global printing market, volumes of printed products by printing methods for 2025.Under consideration Forecasts for the development of the global printing market by segment by type, deployment method, organization size, industry vertical, and distribution channel type. Presented Forecasts for the development of the printing services market by region: USA, China, Japan, Europe, United Kingdom, Germany, Asia-Pacific region. The digital printing market growth forecasts by technology for 2020–2035 are presented market volumes of wide-format printers 2024–2029.

Attention is paid to forecast data on the volume of the digital printing market, the growth of the digital printing market by technology for 2020–2035, market volumes for wide-format printers 2024–2029 printing ink market, etc. technological trends: flexibility, digitalization, and environmental friendliness. The identified trends in the printing services market, based on forecasting its development, are of practical importance for printing market participants, for planning, developing business strategies, and improving business processes.

Key words: printing, printed products, printing market, traditional printing, digital printing.

Introduction

Printing is now an integral part of any business. Through printed products - usiness cards, leaflets, flyers, brochures, and paper bags - companies inform and attract customers, which plays a significant role in the marketplace, as today's consumers, in a highly competitive environment, need to understand all the offers on the sales market.

The aim of the work is to investigate Forecasts for the development of the global printing market.

In Smithers' research (The Future of Global Printing to 2030; The Future of Digital Printing to 2035.) combines the latest statistical and expert data from a global research network to track current and future demand across all printing segments. Based on extensive primary research, the market is segmented by printing process and end use, and includes market profiles for 50 national printing markets.

Materials and methods of research

The work utilizes statistical and predictive analysis methods, as well as a systems approach to comparative comparison. The information base consists of flagship reports. Smithers (The Future of Global Printing to 2030; The Future of Digital Printing to 2035.). The research data covers the global printing market, regions, printing types, end products, digital and analog printing, packaging and labels.

Results and its discussion

In the printing industry this includes the printing of books, magazines, stickers, leaflets, tags, labels, and a wide variety of advertising and informational products. Publishing houses, printing companies, and design studios are among the entities involved in the printing industry.

Printing is a technical industry that requires the use of production tools and equipment to reproduce graphic and textual content. This industry involves the use of marketing, specialized technical means, computer and information technologies, innovative printing technologies, and the in corporation of cultural and design trends. Essentially, printing encompasses the full cycle of creating printed materials, from concept to implementation [1].

Printing companies produce materials in various types and formats. Table 1 presents the main areas of printing.

Table 1. Main directions of printing

Types	Content
Business	This sector is characterized by high demands. High-quality finished products with an original design are essential. Business processes require strict adherence to a chosen style, a skillful blend of traditional and innovative solutions, and the ability to make an impression and communicate effectively with potential clients, partners, and customers. Business printed products include business cards, diaries, folders, notepads and other products that demonstrate company priorities.
Advertising, informational	This area includes the production of posters, brochures, flyers, catalogs, leaflets, brochures, calendars, and a variety of other tools for informing consumers about current offers, which influence product promotion and attract customer attention.
Publishing	Books, magazines, newspapers, atlases, maps, etc.
State purpose	This is mainly the production of forms, documents, envelopes, stamps.
Package	Produced on all products purchased by customers. It serves as a labeling and marketing tool.
Souvenir	Printing on gifts made of leather, paper, metal, textiles, glass, and ceramics. This includes holiday printing: bags, packaging materials, cards, posters, calendars and much more.

The replication of printed materials is carried out sequentially. Figure 1 illustrates this process:

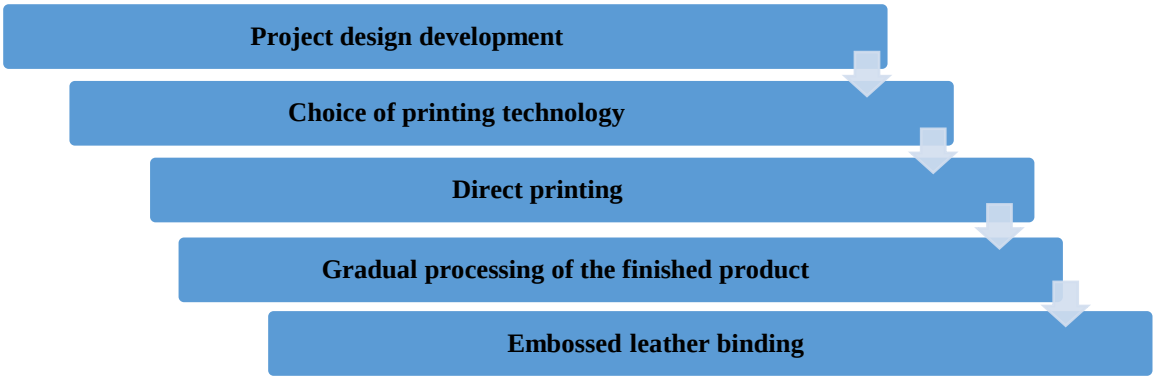

Figure 1. Stages of printed production

Let us reveal the content of the stages presented in figure 1.

• Design project development. The design and layout stage creates the style and content placement for printed materials. When applying a corporate identity to printed materials, it's essential to use the services of a printing house, not a single designer. Companies with a full production cycle benefit financially, as the production cycle is shorter because all work is completed without interruption. There's no need to search for service providers or dedicated specialists.

• Choosing a printing technology. When fast printing of finished products is required, digital printing is preferable, as it allows for quick and efficient prep work.

• The actual printing is performed.

• Post-printing processing of the finished product. Choice of lamination: matte or glossy. Lamination of the finished product reliably protects against moisture, creates a durable appearance, and makes the material resistant to external influences. Custom-sized cutting and embossing for decoration are available.

• Embossing (leather binding) is essential for the finished product's elegance and presentability. For a more elegant look, it's possible to emboss the desired information (brand, slogan, name). Rounding the corners of brochures and catalogs can be used to prevent deterioration.

Finished labels are numbered to prevent counterfeiting.

Creasing is a printing process that involves applying a groove to cardboard to allow for easy folding of the sheet. Creasing is essential in the production of books, brochures, and postcards [2; 3].

Printed products can be divided into three main groups: publishing printing, other printed products, as well as labels and packaging.

The global printing and packaging market is estimated to be worth $868.3 billion in 2025. This figure is projected to grow to $969.8 billion by 2030, with a compound annual growth rate (CAGR) of 2.2%. According to Smithers' study, «The Future of Global Printing to 2030», key trends in the global printing market are presented in figures 2-3.

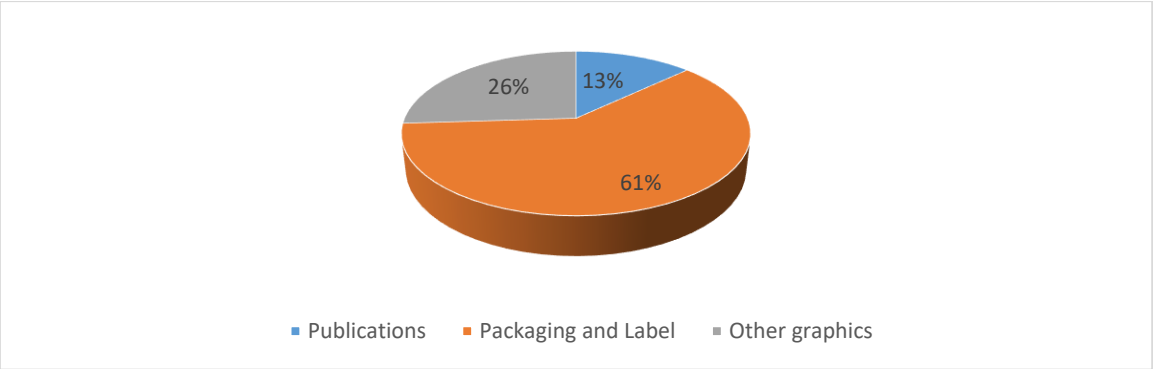

Figure 2. Global printing market share in 2025 [4]

The analysis shows that packaging and labels account for the largest share of the printing market, largely influencing and driving overall growth in the global printing market. The average annual growth rate is projected to be 2.2% through 2030.

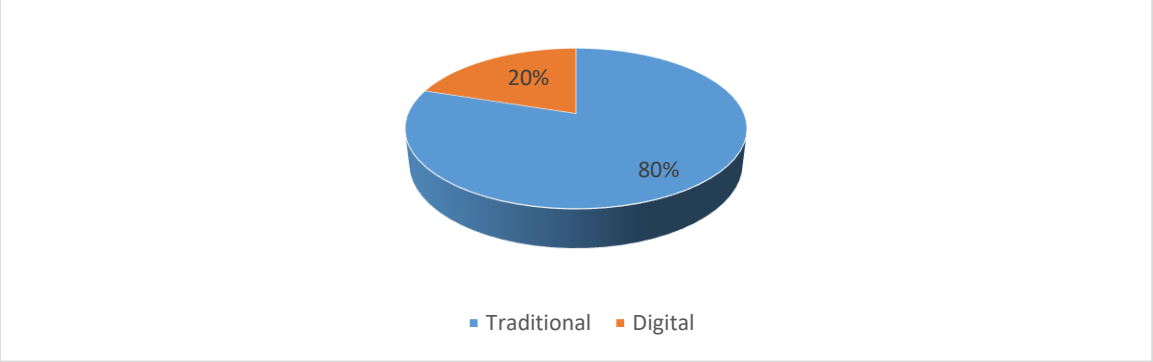

Figure 3. Volume of printed products by printing methods [4]

While traditional printing still dominates the market in both volume and value terms, digital printing is growing faster and is taking up an increasing share of the market in value terms – a trend that has been accelerated by the pandemic. Table 2 presents the segmentation of the global printing services market by characteristics.

Table 2. Segmentation of the global printing services market

Sign	Types
By type	Print management, device management, search and design, document imaging
By development method	On-premises, cloud, hybrid
By size of organization	Small, medium, large enterprises
By industry vertical	Public sector, accounting, financial institutions, healthcare, education, manufacturing, retail, food and beverage, IT and telecommunications and others
By type of distribution channel	Printer/copier manufacturers, system integrators/resellers, and independent software vendors

In 2024, the print management segment captured the largest market share, driven by the ability to centrally control printing infrastructure, improve its efficiency, minimize waste, and ensure higher levels of document security. Organizations are increasingly implementing such solutions to optimize

costs for printing equipment, consumables, and energy, especially in large office environments. An additional driver of demand is the need to comply with data security requirements and implement secure printing protocols.

The «Opening and Design» segment is expected to demonstrate the highest growth rates between 2025 and 2032. This growth is driven by companies' increasing demand for personalized document management solutions and their integration with corporate information systems. Representatives from various industries are implementing design-focused tools to create specialized print environments that address changing business challenges and corporate identity requirements. Such solutions are particularly in demand in marketing, education, and industrial documentation.

In terms of deployment methods, on-premises solutions held the leading position in 2024, accounting for 48.3% of the market. Their popularity is largely due to their widespread use in regulated industries, including the public sector and finance, where complete control over confidential information and management of their IT infrastructure are particularly important. High stability, the ability to guarantee data storage in a specified environment, and extensive customization options make on-premises solutions the optimal option for organizations with increased requirements for IT system control and security.

The cloud computing segment is expected to experience the highest growth rates by 2032. The main drivers of this growth are organizations' increasing need for flexible scalability, optimized IT costs, and access to services from anywhere. Cloud-based print management solutions are particularly popular among small and medium-sized businesses, as well as distributed companies. They provide automatic service updates, centralized control, and integration with modern digital workflows, facilitating the efficient organization of hybrid workflows and the implementation of sustainability initiatives.

In 2024, the largest market share belonged to the large enterprise segment. This is due to the scale of their operations, significant document flow, and the need for efficient use of infrastructure resources. These organizations primarily rely on integrated print management systems to improve workflow efficiency, meet industry and corporate requirements, and ensure compatibility with equipment from various manufacturers.

Between 2025 and 2032, the highest growth rates are likely to be seen in the small business segment. This is due to the fact that small companies are increasingly turning to managed print services to more efficiently allocate resources, reduce ongoing operating costs, and utilize advanced document management tools without the need for major infrastructure investments. The proliferation of cloud platforms and subscription models has further simplified access for small businesses to functionality previously reserved for large enterprise systems.

In 2024, the BFSI sector held a leading position in the market, driven by its high demand for secure document flow, customer service, regulatory reporting, and financial recordkeeping. The specific nature of financial institutions' operations requires processing significant volumes of documents while meeting strict requirements for accuracy, confidentiality, and print security, supporting robust demand for modern solutions and services in this area.

From 2025 to 2032, the healthcare sector is projected to experience the highest compound annual growth rate. The key drivers of this segment's expansion will be the rapid adoption of digital medical records, increased requirements for the protection and processing of medical information, and the growing demand for high-performance and secure printing systems in hospitals, clinics, and diagnostic laboratories. Despite the industry's digitalization, printed materials remain essential for prescriptions, medical reports, reporting, and patient interactions. This creates a persistent need for reliable printing solutions that can integrate with existing medical infrastructure.

In 2024, the printer and copier segment held the largest market share. This leading position in this segment is due to OEMs expanding their traditional offerings by integrating equipment with software platforms and managed print services. This approach enables the creation of comprehensive solutions covering various aspects of print infrastructure management. Manufacturers also benefit from an established customer base and a broad geographic presence, enabling them to offer additional services and high-value-added solutions to businesses across various industries.

The independent software vendor (ISV) segment is expected to exhibit the highest growth rates through 2032. This growth is driven by increasing demand for flexible and adaptable solutions that are not tied to specific platforms and can integrate with a variety of IT infrastructures. ISVs address the specialized needs of organizations, offering tools for analytics, mobile printing, workflow automation, and other tasks. Using such solutions allows companies to modernize their printing infrastructure while maintaining the necessary level of compatibility, scalability, and flexibility.

The conducted analysis of the printing services market allows us to highlight the following main characteristics:

- Wide range of solutions provided. Printing services include managed print services, cloud technologies, workflow automation tools, and software solutions for enhancing the security of the printing infrastructure. These solutions are designed to improve document flow efficiency, optimize document output processes, and reduce operational losses in the corporate environment.

- Main factors driving demand growth. The growing demand for printing services is driven by the need to enhance document security, improve workflow efficiency, and optimize printing costs. Organizations are increasingly moving toward hybrid deployment models and leveraging data-driven solutions. These technologies enable effective remote work, compliance with legal requirements and corporate standards, and the implementation of sustainability initiatives.

- North America maintained its leading position in the printing services market in 2024, accounting for 49.26% of its volume. The region's dominance is explained by significant investments by companies in IT infrastructure, the active implementation of digital printing technologies, and high demand for print process management solutions.

- Asia-Pacific region, according to forecasts, will experience the fastest growth during the period under review. Regional market growth is supported by accelerating digital transformation, the expansion of the corporate sector, and the active development of IT infrastructure. The most significant contribution to this growth is expected from major markets such as China, India, and Japan.

- Local solutions on-premises systems accounted for 48.3% of the market in 2024, maintaining their leading position thanks to their widespread use in regulated sectors, particularly public administration and the financial sector. Organizations operating in these sectors value complete control over confidential information and the ability to independently manage their IT infrastructure. Reliable operation, data storage within a controlled environment, and extensive customization options make on-premises systems popular among enterprises with increased IT resource management requirements.

Let us consider the regional prospects for the development of the printing services market. In 2024, the US print services market accounted for the largest portion of revenue in North America. A significant driver of its growth is strong demand from large companies for managed print services and document optimization tools. The significant share of technology-oriented small and medium-sized businesses, as well as growing business interest in cloud technologies, provide additional impetus for the adoption of modern solutions. American companies are also increasing investments in software tools designed to quickly monitor print infrastructure, ensure secure printing, and analyze related data. Meanwhile, document processing and security requirements in industries such as financial services and healthcare continue to drive demand for reliable, secure, and efficient print management solutions.

The European printing services market is expected to demonstrate robust growth over the forecast period. Key drivers for its development will be increased attention in European countries to sustainability, personal data protection, and workflow automation. Current regulations, including the GDPR, also play a significant role, encouraging organizations to implement secure and controlled printing systems with traceability. Western European companies are increasingly adopting hybrid and cloud technologies to adapt their printing infrastructure to remote and distributed workflows. Digital transformation in manufacturing, education, and retail is also driving the market, facilitating the widespread adoption of modern printing solutions.

The UK printing services market is also expected to experience significant growth. This

expansion is driven by increased investment in digital printing technologies and cloud-based document management platforms. The modernization of IT infrastructure in the public and commercial sectors is driving the need for scalable, secure, and technologically flexible solutions. Small and medium-sized businesses (SMBs) are playing a key role in this process, increasingly opting for subscription models to optimize costs and improve operational efficiency. Furthermore, the continued spread of hybrid work arrangements is driving demand for remote printing tools and technologies that integrate print processes with digital work environments.

The German printing services market is expected to demonstrate stable growth and significant average annual growth rates over the forecast period. The key factors driving this development include the country's robust industrial base and a high level of business focus on technological innovation. German companies are placing particular emphasis on process automation, information security, and the implementation of sustainable development principles, making print infrastructure management solutions an important part of their investment policies. An additional advantage of the market is the presence of a large number of equipment manufacturers and independent software developers, expanding the choice of solutions tailored to the specific needs of local businesses. The integration of print services with ERP systems and enterprise content management (ECM) platforms, which improves document flow efficiency, is significantly impacting the segment's further development.

Asia-Pacific Printing Services Market**.** The printing industry is projected to grow most rapidly between 2025 and 2032. The main drivers of growth will be the accelerated digitalization of the economy, the growing number of enterprises, and the active expansion of IT infrastructure in leading countries in the region, including China, India, and Japan. Organizations are gradually abandoning traditional printing approaches in favor of managed and cloud services, seeking to improve document processing efficiency and adapt to new business demands. The affordability, scalability, and automation of modern printing solutions make them particularly attractive to small and medium-sized businesses, as well as government agencies in the region.

The Japanese printing services market is showing positive growth amid the active adoption of digital technologies, automation, and companies' desire to improve operational efficiency. An additional factor is the need for businesses to adapt to a shrinking workforce and an aging workforce. Japanese organizations are increasingly integrating print services into digital workflows, while simultaneously focusing on the environmental friendliness of their technologies as part of their sustainable development strategies. In sectors such as financial services, education, and healthcare, the need for secure, productive, and remotely accessible printing systems is growing. The country's advanced technological development is also facilitating the active adoption of innovative software solutions for managing printing equipment and related infrastructure.

In 2024, China accounted for the largest share of revenue in the Asia-Pacific printing services market. Market growth is supported by the rapid development of the industrial sector, ongoing urbanization, and the rapid adoption of digital technologies among enterprises. The expansion of the small and medium-sized business segment, whose representatives are interested in affordable, flexible, and scalable solutions for organizing printing processes, is having a significant impact. Chinese suppliers are actively expanding their range of managed print services, focusing on the specific needs and requirements of local companies. Government digital transformation programs, as well as investments in the modernization of educational and medical infrastructure, are providing additional impetus for market development, contributing to the growing demand for modern printing services across various sectors of the economy [5].

The digital printing market is expected to reach $251.1 billion by 2035, nearly 50% higher than the 2025 figure. Thanks to the introduction of more powerful equipment, the volume of printed products will grow by 54.3%.

By 2035, digital printing will account for 22.5% of the global value of all printed products. The projected total output by 2035 is over 2.83 trillion A4 prints.

Digital printing technologies will become widespread in packaging production by 2035. This is particularly true for corrugated cardboard, metal, rigid plastic, and flexible packaging. The volume

of transactional documentation printing will decrease in the future. Rapid growth is predicted in the metal packaging segment, driven by the extremely minimal adoption of digital printing by 2020. The digital printing market is developing within the broader printing market, which is dependent on the overall political and economic situation globally.

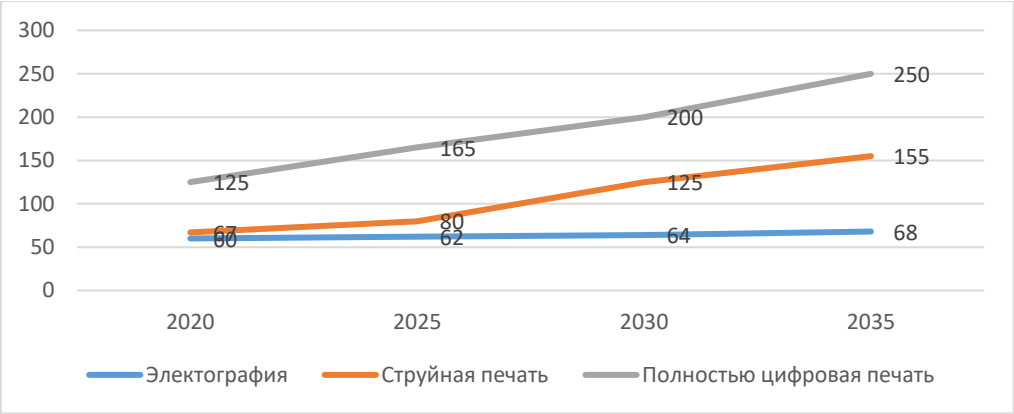

Figure 4. Digital printing market growth by technology, billion US dollars [6]

Asia is the largest printed products market in both value and volume terms, with steady growth expected between 2020 and 2030, widening the gap with North America and Western Europe.

In 2025, the printer market size will reach $53.01 billion. on USA accounted for $14.71 billion, Europe - $13.09 billion, with the Asia-Pacific region spending $15.24 billion. Fortune Business Insights analysts predict a compound annual growth rate (CAGR) of 3.1% going forward. Therefore, by 2032, costs could rise to $65.49 billion.

Figure 5 shows forecasts for the market volume of wide-format printers.

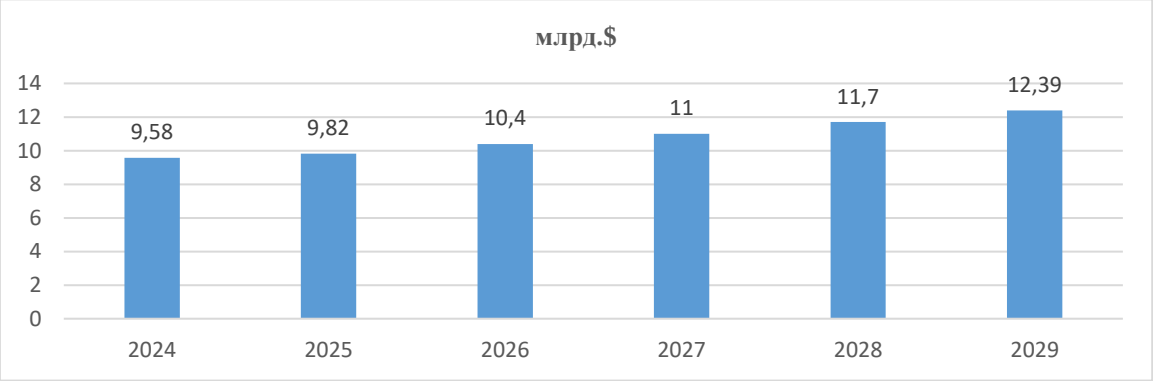

Figure 5. Large-format printer market size, billion US dollars [7]

The global wide-format printer market will reach $9.82 billion in 2025. Analysts at The Business Research Company predict a compound annual growth rate (CAGR) of approximately 6% going forward. This means that spending could increase to $12.39 billion by 2029.

The global MFP market is expected to reach $84.94 billion in 2025. Market Research Future analysts predict a compound annual growth rate (CAGR) of 4.89% going forward. This means that by 2034, spending could increase to $129.25 billion. The implementation of AI and advanced digital printing technologies, demand for office automation solutions, and the need for cost-effective document management devices are cited as drivers of the sector during this period.

Ceresana analysts note that the printing ink market is splitting into two opposing vectors. On the one hand, the irreversible decline in the publishing segment continues. Newspaper and magazine production is declining at an accelerated rate, driven by the migration of readers and advertisers to the digital environment. The decline in book printing, including traditional and on-demand publications, has slowed but not yet stopped.

On the other hand, experts are recording stable growth in other sectors. Packaging is emerging as the main driver. The rise of e-commerce and overall consumption growth, particularly in emerging markets, are stimulating demand for all types of printed packaging: from flexible plastic and corrugated cardboard to labels, including shrink-wrap, and specialty paper. Global demand for printing inks is projected to grow by an average of 0.9% annually through 2034, but different regions and segments will demonstrate significantly different results.

Technological trends: flexibility, digitalization, and sustainability

Market changes directly impact printing technology preferences. The trend toward smaller print runs, frequent design updates, and an increasing number of stock keeping units (SKUs) increases the value of flexible and customized solutions.

In digitalization Flexographic and inkjet printing are becoming increasingly popular. High-speed inkjet technology opens up opportunities for direct printing on 3D objects, and digital electrophotography is showing steady growth in commercial printing. While traditional offset printing is suffering due to declining print runs, UV offset is finding new niches, such as folding carton production and printing on plastic films.

Sustainability is evolving from a trend into a necessity. Demand for energy-saving and environmentally friendly processes is growing. Increasingly stringent regulatory requirements for chemical composition and materials in contact with food products favor products without volatile organic compounds (VOCs). These primarily include water-based and UV-curable paints [8].

Biodegradable printing inks are currently receiving attention. This trend directly intersects with the innovation-driven interests of the petrochemical and polymer industries. These inks do not contain toxic heavy metals, and their reduced mineral oil content facilitates the recycling and composting of paper packaging. Biosolvents, partially produced from renewable raw materials such as vegetable oils or alcohols, are becoming increasingly widespread.

Interestingly, the eco-friendly trend is reflected not only in the composition of inks but also in their quantity. Manufacturers strive to minimize material consumption by using thinner ink layers or leaving some packaging unprinted, which also reduces overall demand.

Conclusion

The conducted analysis of forecast indicators for the printing services market allows us to identify several key areas for its further development.

- Technological transformationis one of the main drivers of market growth. The active implementation of artificial intelligence, automated systems, and Internet of Things technologies is helping to optimize production and work processes, increasing their speed and overall operational efficiency.

- Distribution of print on demand and web printingis associated with the need for more efficient resource use. These solutions allow companies to reduce inventory and waste, as well as quickly produce small runs tailored to individual customer needs.

- Environmental sustainabilityis becoming increasingly important for market participants. Manufacturers and service providers are increasing investments in eco-friendly inks, recyclable materials, and technologies that reduce the negative environmental impact of printing production. This allows them to meet both regulatory requirements and rising consumer environmental expectations.

- Personalization of printed productsis becoming an important tool for companies to interact with their customers. Using analytics and consumer behavior data allows for the creation of customized advertising materials, packaging, and other printed materials tailored to specific target audiences.

- Development of e-commerce and direct-to-consumer (D2C) modelsThis further supports demand for short-run and personalized printing. Such products help brands stand out from the competition, create a recognizable image, and enhance customer engagement.

- Development of digital technologies and automation. This technology helps improve the efficiency of printing production and reduce the costs of fulfilling large, customized orders. Modern equipment and software solutions allow suppliers to more quickly adapt production to specific

customer requirements.

- The growing importance of personalized marketing encourages companies to more actively use original and custom-designed printed materials. This approach helps brands create memorable user experiences, strengthen engagement with their audience, and stand out from the crowd.

- Transformation of consumer behavior has a restraining effect on the traditional print segment. The spread of digital communication channels and the transition of organizations to electronic document management are leading to a reduction in demand for certain types of printed products and, consequently, affecting overall printing volumes.

- Environmental requirements and focus on sustainable development are also becoming significant factors for the industry. Some consumers are seeking to reduce their use of paper products or switch entirely to digital formats. Therefore, printing companies need to implement more environmentally friendly technologies and find new ways to maintain demand for their services.

- High speed of technological innovation. Requires market participants to regularly invest in modern equipment, software, and employee training. For small printing houses, such expenses can pose a significant financial and organizational barrier.

- Increased competition and high price sensitivity of customers are putting pressure on the profitability of the printing business. Service providers are forced to find the optimal balance between product cost, quality, personalization options, and cost-effectiveness.

Thus, the future development of the printing services market will be determined by a combination of digitalization, technological innovation, environmental responsibility, and growing demand for personalized products. The combined influence of these factors creates conditions for sustainable market expansion, the emergence of new service formats, and the continued improvement of printing technologies.

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ЖАҺАНДЫҚ БАСПА НАРЫҒЫНЫҢ ДАМУ БОЛЖАМДАРЫ

АДИЛЬЧАЕВ Р.Т.

Адильчаев Рустем Турсынбаевич – Экономика ғылымдарының кандидаты, профессор, Бердах атындағы Қарақалпақ мемлекеттік университеті, Нөкіс қ., Өзбекстан.
E-mail: rustemadilchaev@gmail.com, https://orsid.org/0000-0001-7598-6298

Аңдатпа. Жарнамалық сипаттағы баспа өнімдері экономиканың барлық саласында кездеседі; әрбір адам жарнамамен, мейлі ол жарнамалық өнімге тапсырыс беруші немесе оны тікелей тұтынушы болсын, үнемі байланыста болады. Осыған орай, қазіргі заманғы полиграфия – баспа материалдарын көбейтумен, сондай-ақ кітаптар, журналдар, газеттер, жапсырмалар мен қаптамалар шығарумен айналысатын маңызды өнеркәсіп саласы. Дегенмен, цифрлық технологиялардың қарқынды дамуы және визуалды ақпаратты тарату саласындағы жетістіктер баспа өнімдерінің әрі қарайғы өзектілігі мен тиімділігіне қатысты сұрақтар туындатты.

Мақалада 2025 жылға арналған жаһандық баспа нарығындағы үлес пен баспа өнімін шығару көлемі (басып шығару әдісі бойынша) талданады. Онда жаһандық баспа нарығының әртүрлі сегменттер — түрі, енгізу әдісі, ұйым көлемі, салалық бағыт және тарату арнасы — бойынша өсу болжамдары қарастырылады. Нарық болжамдары АҚШ, Қытай, Жапония, Еуропа, Ұлыбритания, Германия және Азия-Тынық мұхиты аймағын қамтитын аймақтық бөліністе ұсынылған. Сонымен қатар, мақалада 2020–2035 жылдар кезеңіне арналған технологиялар бойынша цифрлық баспа нарығының өсу болжамдары және 2024–2029 жылдарға арналған кең форматты принтерлер нарығының көлемі баяндалады.

Назар цифрлық басып шығару нарығының көлеміне, 2020–2035 жылдар аралығындағы технологиялар бойынша нарық өсіміне, 2024–2029 жылдарға арналған кең форматты принтерлер нарығының көлеміне, баспа сиялары нарығына, сондай-ақ икемділік, цифрландыру және тұрақтылық сияқты негізгі технологиялық үрдістерге қатысты болжамдарға аударылады. Даму болжамдары негізінде анықталған нарықтық үрдістер баспа индустриясындағы мүдделі тараптар үшін жоспарлау, бизнес-стратегияларды әзірлеу және бизнес-процестерді оңтайландыру тұрғысынан практикалық маңызға ие.

Түйін сөздер: полиграфия саласы, баспа өнімдері, баспа нарығы, дәстүрлі басып шығару, сандық басып шығару.

ПРОГНОЗЫ РАЗВИТИЯ МИРОВОГО РЫНКА ПОЛИГРАФИЧЕСКОЙ ПРОДУКЦИИ

АДИЛЬЧАЕВ Р.Т.

Адильчаев Рустем Турсынбаевич – Кандидат экономических наук, профессор, Каракалпакский государственный университета имени Бердаха, г. Нукус, Узбекистан.
E-mail: rustemadilchaev@gmail.com, https://orsid.org/0000-0001-7598-6298

Аннотация. Полиграфическая продукция, трансформированная в рекламу, присутствует в любой отрасли

экономики, каждый человек взаимодействует с рекламой либо, заказывая рекламный продукт, либо непосредственно является потребителем данного продукта. Поэтому современное полиграфическое производство - одна из отраслей промышленного значения, которая занимается размножением печатного материала, а также выпуском книг и журналов, газет, этикеточной и упаковочной продукции. Однако в настоящее время в результате бурного развития цифровых технологий и совершенствования процессов распространения визуальной информации встает вопрос об актуальности печатной продукции и ее эффективности.

В статье представлен анализ доли мирового рынка печати, объемов печатной продукции в разрезе способов печати за 2025 год. Рассматриваются прогнозы развития мирового рынка полиграфической продукции по сегментам: по типу, способу развертывания, размеру организации, отраслевой вертикали, типу канала сбыта. Представлены прогнозы развития рынка полиграфических услуг по регионам: США, Китай, Япония, Европа, Великобритания, Германия, Азиатско-Тихоокеанский регион. Демонстрируются прогнозы роста рынка цифровой печати по технологиям на 2020–2035 гг., объёмы рынка принтеров для широкоформатной печати на 2024–2029 гг.

Внимание уделено прогнозным данным по объёму рынка цифровой печати, росту рынка цифровой печати по технологиям на 2020–2035 гг., объёмам рынка принтеров для широкоформатной печати на 2024–2029 гг., рынку печатных красок и технологическим трендам: гибкость, цифровизация и экологичность. Выявленные тенденции рынка полиграфических услуг на основе прогнозирования его развития представляют практическую значимость для субъектов рынка печатной продукции, для планирования, выработке бизнес стратегий, совершенствования бизнес-процессов.

Ключевые слова: полиграфия, печатная продукция, рынок печати, традиционная печать, цифровая печать.