



# Inkjet Systems Adoption for Commercial Printing Applications

Case Study

<b>Client</b>	Global manufacturer of commercial and packaging printing machinery
<b>Industry</b>	Printing machinery
<b>Products</b>	Digital printing press, offset printing press, die-cutting machines, and folding machines

## Engagement Scope

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### Market Potential Assessment

- What is the market potential of digital inkjet systems used in commercial printing applications?
- Which factors are driving the demand for digital inkjet systems?
- What are the key market trends?
- Which are the major end-user segments in the commercial print industry?

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### Competitive Landscape Evaluation

- Who are the key global manufacturers of these systems? Which manufacturers have the highest market share?
- What is the sales volume (2017) for the top 5 inkjet system manufacturers?
- What are the key capabilities of major manufacturers in terms of sales volume, product portfolio, product specifications, etc.?

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### Key Findings and Conclusions

- What is the percentage of market adoption of digital inkjet systems in commercial printing applications? How is it expected to grow in the near future? Which major commercial printing segments are anticipated to witness exponential growth?
- Who are the major competitors in the market? Which type of products and technologies are they likely to focus on in the near future?
- What is the market opportunity for the client in the digital inkjet systems market for commercial printing applications?

## Context

- The client wanted to evaluate the adoption rate of digital inkjet printing technology for commercial printing applications to formulate/update its market strategy. The client had already established itself in the market and wanted to understand the future potential of this technology, especially in newer applications (which have shown a greater tendency to adopt digital printing).

## Key Business Questions

- What is the percentage of market adoption of digital inkjet systems in commercial printing applications?
- What is the market potential (for the next 5 years) of digital inkjet systems used for commercial printing applications? Which applications are likely to witness a high demand?
- Who are the key global manufacturers of inkjet systems used in commercial printing applications? What are their capabilities—in terms of sales volume, product portfolio, technologies, etc.?

## Research Methodology

### Secondary Research

- Conducted desk research to gain an overall understanding of the market and its key players
- Referred to industry association reports, journals, portals, newsdatabases, and company websites and documents

### Primary Research

- 150+ telephonic interviews conducted with inkjet system manufacturers, customers, distributors, and industry associations, etc.

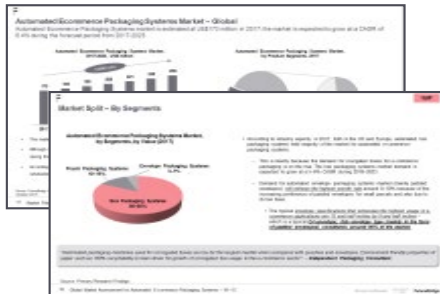
## Benefits to Client

- The client was able to acquire a detailed understanding of the digital inkjet systems market, including key future segments and upcoming technologies in the field of commercial printing.
- Insights provided by FutureBridge helped the client update its product strategy for commercial printing applications.

## Sample Analysis

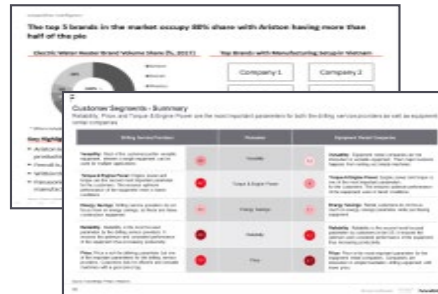
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### Market Potential Assessment



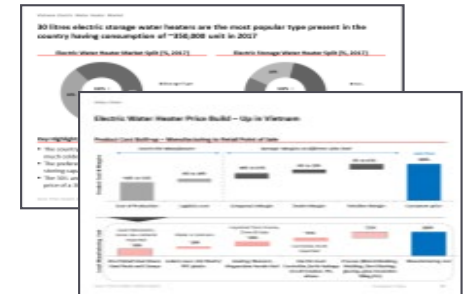
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### Competitive Landscape Evaluation



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### Key Findings and Conclusions



# Thank you

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