## Inkjet Printing – Technology Landscape & Trend Analysis

**Case Study** 

| Client   | End-to-end systems provider for the printing industry           |
|----------|---|
| Industry | Printing industry   |
| Products | Offset printing press, and prepress and post prepress equipment |

#### Context

■ The client wanted to assess the technological landscape for inkjet printing with an aim to validate its technology roadmap and identify potential loopholes. Further, the client also wanted to gather insights on technological trends and activities of suppliers to gauge the pulse of the market and study potential product developments.

#### **Key Business Questions**

- What technology options are available for high-quality commercial printing applications?
- What are the key technological and supplier trends in the inkjet printing market?
- What are the potential gap areas that the client should focus on?

#### **Engagement Scope**

technologies?

# Technology Landscape What technology options are available for high-quality commercial printing applications? What is the development status of identified

## Product Landscape and Ecosystem Analysis

- What are some of the key products available in the market?
- What are the key specifications of the identified products?
- What is the price point of printheads used in such products?
- Who are the key players active in the technological domain? What are their activities?

## Trend Analysis

- What are the innovation, research, and commercialization trends in inkjet printing technology?
- What are some of the incremental improvements in the inkjet printing technology?
- Which are the areas focused by key suppliers and technology developers?

CASE STUDY

#### Research Methodology

#### Secondary Research

- Conducted desk research to understand the technological landscape of inkiet printing
- Referred to paid databases and analyzed patents and scientific publications related to inkjet printing technology

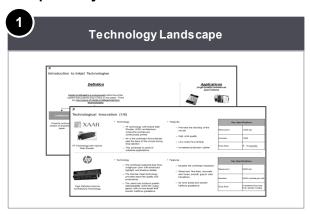
#### Primary Research

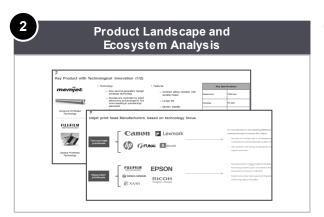
 20+ telephonic interviews with manufacturers, suppliers, and industry experts to validate research findings and fill-in information gaps

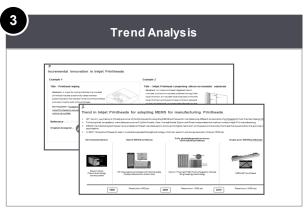
#### **Benefits to Client**

- Based on the study output and recommendations, the client validated the hypothesis of its technology roadmap and acquired a better outlook on emerging trends.
- The study enabled:
  - Alignment of the client's development activities based on emerging trends and technological advancements
  - Identification of key development areas in inkjet printing technology
  - In-depth insights on upcoming technologies, key products, price points, and activities within the inkjet printing ecosystem

#### Sample Analysis







### Thank you

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