

Global Printed Signage Materials Market: Analysis
By Material Type (Plastic, Paper and Paperboard,
Metal and Others), By Application (Banners and
Posters, PoP Displays, Billboards, Flags and
Backdrops, Fleet Graphics, Backlit Displays and
Others), By End User (Retail, Entertainment,
Transportation and Logistics, Healthcare, BFSI and
Others), By Region Size and Trends with Impact of
COVID-19 and Forecast up to 2029

February 2024



Global Printed Signage Materials Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact of COVID-19

Dynamics

Competitive Landscape

Company Profiling

Global Printed Signage Materials Market: Coverage

Scope of the Report

| Attributes | Details |
|------------------------------|---|
| Title | Global Printed Signage Materials Market: Analysis By Material Type (Plastic, Paper and Paperboard, Metal and Others), By Application (Banners and Posters, PoP Displays, Billboards, Flags and Backdrops, Fleet Graphics, Backlit Displays and Others), By End User (Retail, Entertainment, Transportation and Logistics, Healthcare, BFSI and Others), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2029 |
| Coverage | Global and Regional |
| Market Influencing Variables | Growth Drivers, Challenges, Market Trends |
| Forecast Period of Market | 2024-2029 |
| Competition in the Market | Fragmented |
| Key Players | Thyssenkrupp AG, Avery Dennison Corp, Novelis Inc., 3A Composites GmbH, IGEP A Group GmbH & Co., Spandex AG, ORAFOL Europe GmbH, Antalis, Lintec Europe (Uk) Ltd., Vink Holdings Ltd, Inapa Investimentos Participacoes e Gestao SA, and Signage Wow |

Global Printed Signage Materials Market: Coverage

Executive Summary

Printed signage materials refer to various substrates or surfaces onto which graphical content, text, or images are printed to create signs for advertising, information, branding, or wayfinding purposes. These materials can include vinyl, paper, corrugated paper, acrylic, metal, etc. One of the primary objectives driving growth of these materials in printed signage industry is to convey information, advertise products or services, enhance brand visibility, or provide directions to individuals. Signage serves as a visual communication tool to attract attention, convey messages, and guide people to desired destinations. The global printed signage materials market value in 2023 stood at US\$45.36 billion, and is likely to reach US\$54.58 billion by 2029.

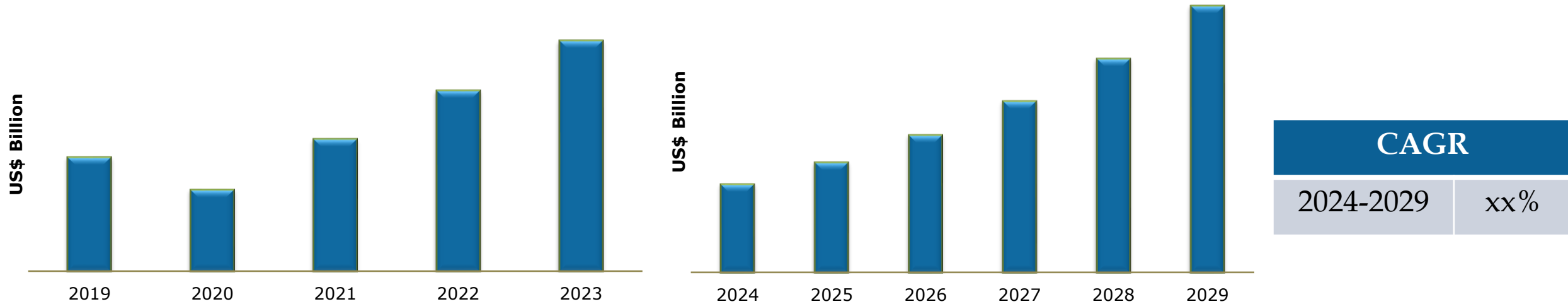
The printed signage materials market can be segmented on the basis of material type (plastic, paper and paperboards, metal and others), application (banners and posters, PoP displays, billboards, flags and backdrops, fleet graphics, backlit displays and others), and end user (retail, entertainment, transportation and logistics, healthcare, BFSI and others). On the basis of material type, the plastic dominated the market share in 2023 since it offers durability, excellent resistance to chemicals and good insulating properties and weather resistance, making them suitable for both indoor and outdoor signage applications. On the basis of end user, retail segment is expected to be the fastest-growing segment because the retail sector is continuously expanding, particularly with the growth of e-commerce and brick-and-mortar stores. Based on region, Asia Pacific dominated the market in 2023.

The COVID-19 pandemic has had a negative impact on the global printed signage materials market, leading to temporary closures, reduced foot traffic, and shifts in demand. Businesses in retail, hospitality, and entertainment sectors experienced reduced foot traffic. Supply chain disruptions impacted the availability and delivery of printed signage materials, resulting in increased lead times and potential shortages.

The global printed signage materials market has increased in 2023 and projections are made that the market would rise in the next five years i.e. 2024-2029 tremendously. The demand for printed signage materials has been rising significantly in recent years, driven by expanding retail industry, economic development, cost effectiveness, regulatory compliance and safety standards and usage of printed signage by various industries. Further, the market is expected to grow, owing to growing popularity of soft signage, rising focus on using eco-friendly printed signage materials, increasing demand for large format printing, 3D printing for signage, etc., yet the market faces some challenges such as growing popularity of digital signage, limitations in extreme weather conditions, etc.

Printed Signage Materials Market: Global Analysis

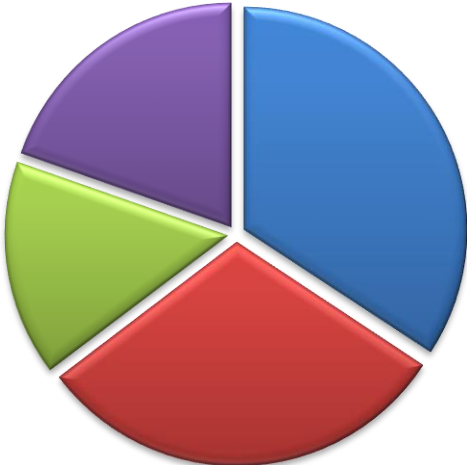
Global Printed Signage Materials Market by Value



Global Printed Signage Materials market valued at US\$... billion in 2023, increased as compared to US\$... billion in 2022. Global Printed Signage Materials market is anticipated to reach up to US\$... billion by 2029, at a CAGR of%, from US\$... billion in 2024.

Printed Signage Materials Market: Global Analysis

Global Printed Signage Materials Market by Material Type; 2023



| Material Type | Share |
|----------------------|-------|
| Plastic | xx% |
| Paper and Paperboard | xx% |
| Metal | xx% |
| Others | xx% |

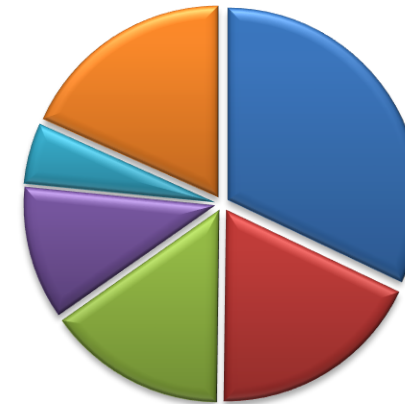
Printed Signage Materials Market: Global Analysis

Global Printed Signage Materials Market by Application; 2023



| Application | Share |
|---------------------|-------|
| Banners and Posters | xx% |
| PoP Displays | xx% |
| Billboards | xx% |
| Flags and Backdrops | xx% |
| Fleet Graphics | xx% |
| Backlit Displays | xx% |
| Others | |

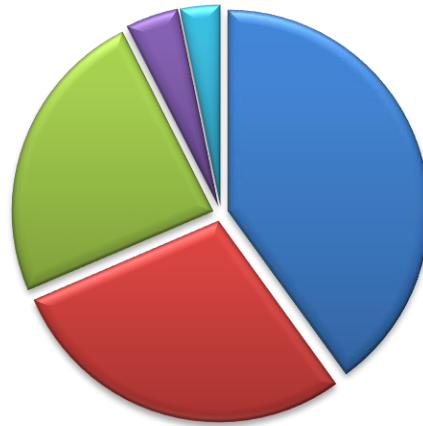
Global Printed Signage Materials Market by End User; 2023



| End User | Share |
|------------------------------|-------|
| Retail | xx% |
| Entertainment | xx% |
| Transportation and Logistics | xx% |
| Healthcare | xx% |
| BFSI | xx% |
| Others | xx% |

Printed Signage Materials Market: Global Analysis

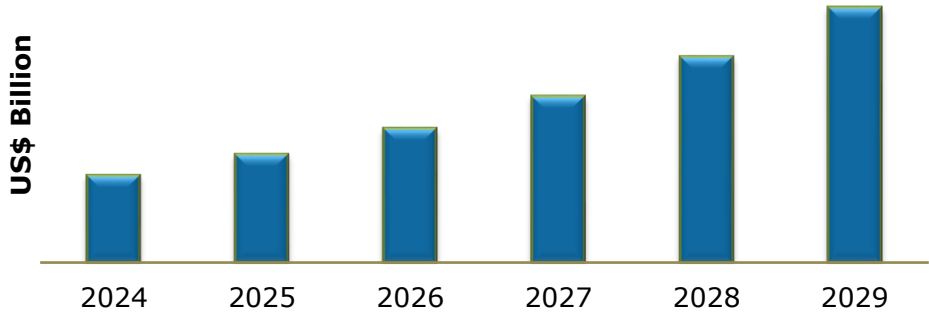
Global Printed Signage Materials Market by Region; 2023



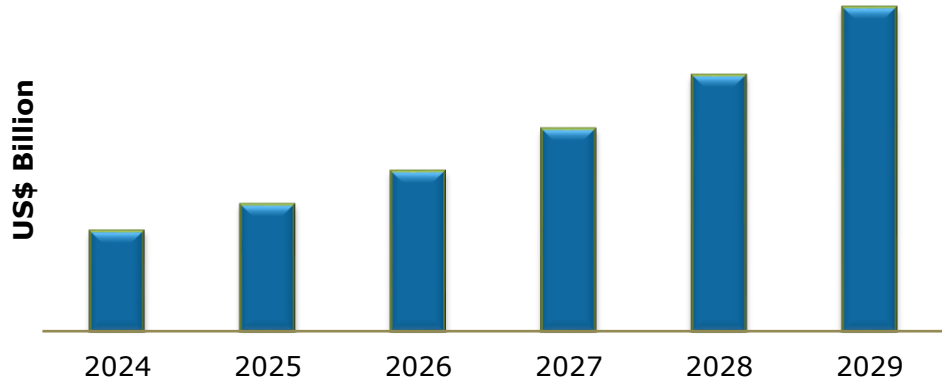
| Regions | Share |
|------------------------|-------|
| Asia Pacific | xx% |
| North America | xx% |
| Europe | xx% |
| Latin America | xx% |
| Middle East and Africa | xx% |

Global Printed Signage Materials Market: Material Type Analysis

Global Plastic Printed Signage Materials Market by Value



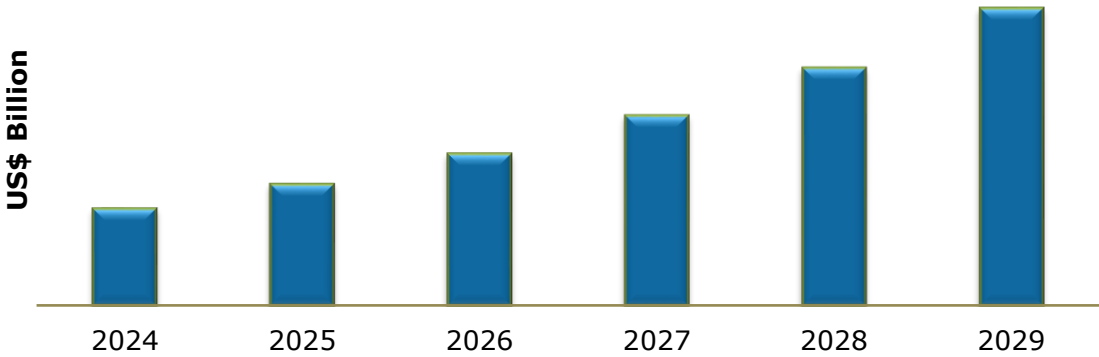
Global Metal Printed Signage Materials Market by Value



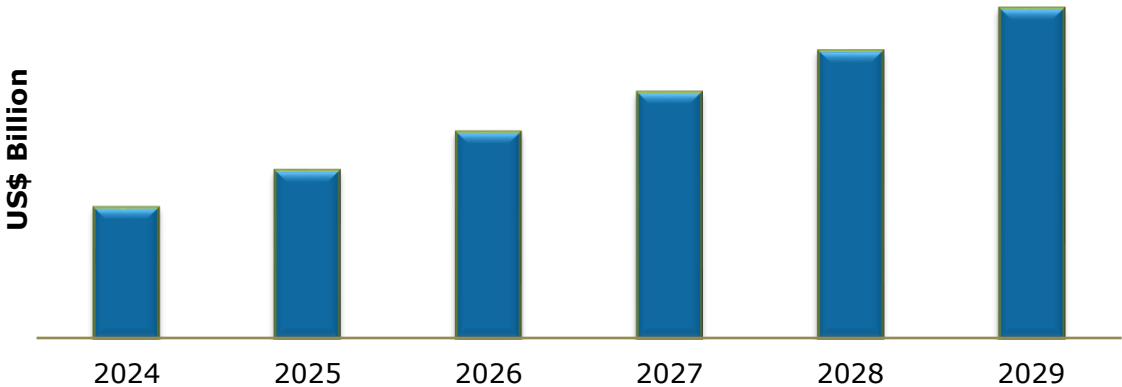
| Material Type | CAGR |
|----------------------|-----------|
| | (2024-29) |
| Plastic | xx% |
| Paper and Paperboard | xx% |
| Metal | xx% |
| Others | xx% |

Global Printed Signage Materials Market: Application Analysis

Global Banners and Posters Printed Signage Materials Market by Value



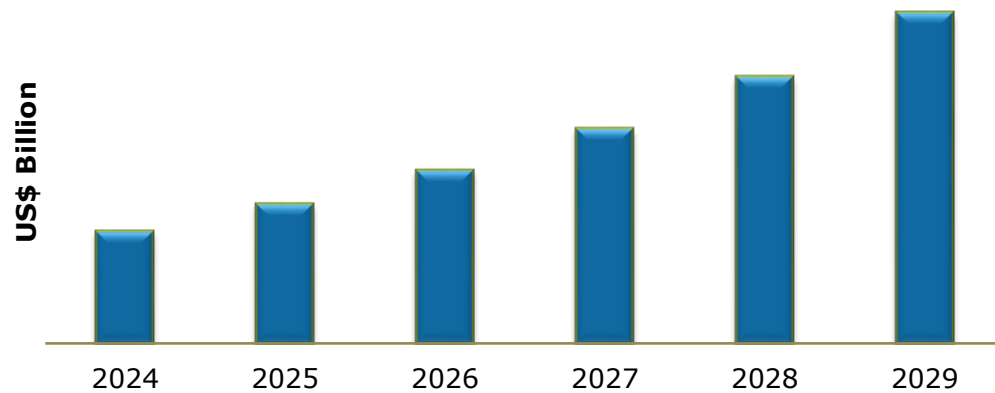
Global PoP Displays Printed Signage Materials Market by Value



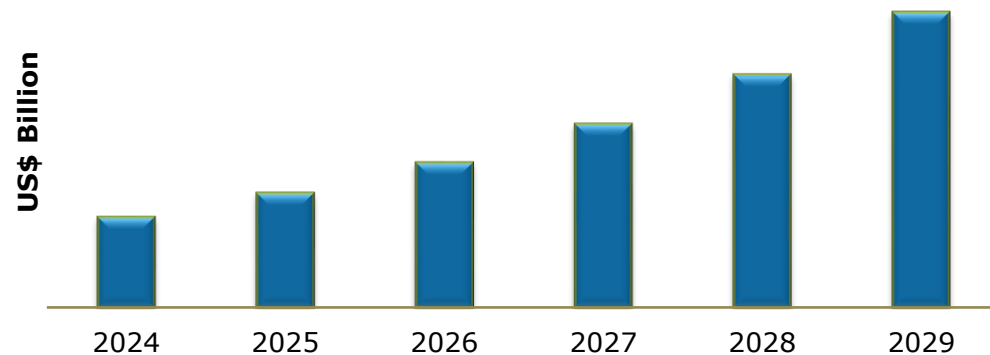
| Application | CAGR (2024-29) |
|---------------------|-------------------|
| Banners and Posters | xx% |
| PoP Displays | xx% |
| Billboards | xx% |
| Flags and Backdrops | xx% |
| Fleet Graphics | xx% |
| Backlit Displays | xx% |
| Others | xx% |

Global Printed Signage Materials Market: End User Analysis

Global Retail Printed Signage Materials Market by Value



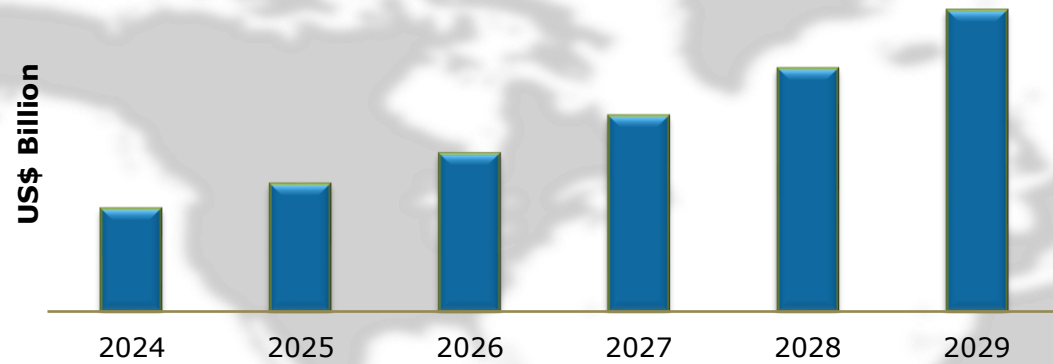
Global Entertainment Printed Signage Materials Market by Value



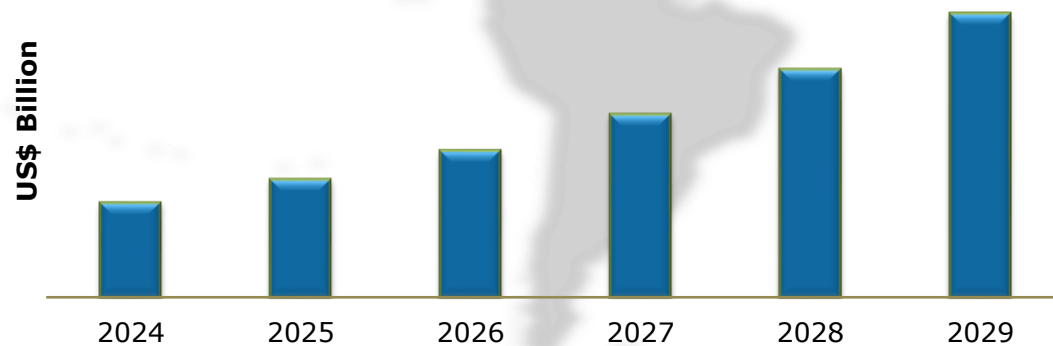
| End User | CAGR |
|------------------------------|-----------|
| | (2024-29) |
| Retail | xx% |
| Entertainment | xx% |
| Transportation and Logistics | xx% |
| Healthcare | xx% |
| BFSI | xx% |
| Others | xx% |

Global Printed Signage Materials Market: Regional Analysis

Asia Pacific Printed Signage Materials Market by Value



North America Printed Signage Materials Market by Value



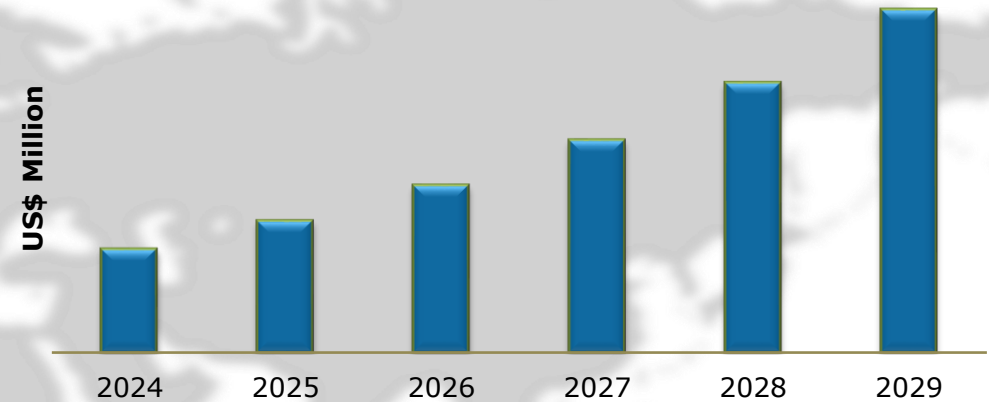
| Regions | CAGR |
|------------------------|-----------|
| | (2024-29) |
| Asia Pacific | xx% |
| North America | xx% |
| Europe | xx% |
| Latin America | xx% |
| Middle East and Africa | xx% |

Asia Pacific Printed Signage Materials Market: Analysis

Asia Pacific Printed Signage Materials Market by Region; 2023



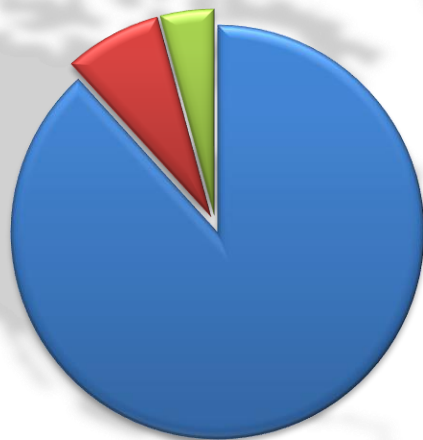
China Printed Signage Materials Market by Value



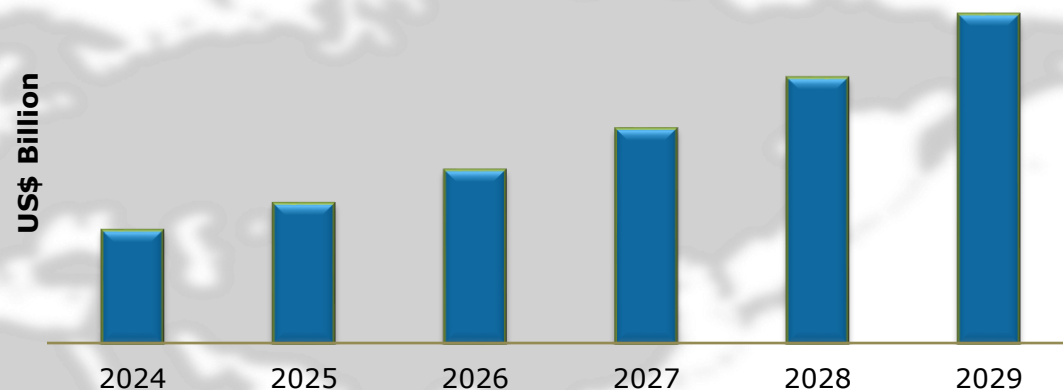
| Region | Share | CAGR |
|----------------------|-------|-----------|
| | | (2024-29) |
| China | xx% | xx% |
| Japan | xx% | xx% |
| India | xx% | xx% |
| South Korea | xx% | xx% |
| Rest of Asia Pacific | xx% | xx% |

North America Printed Signage Materials Market: Analysis

North America Printed Signage Materials Market by Region; 2023



The US Printed Signage Materials Market by Value



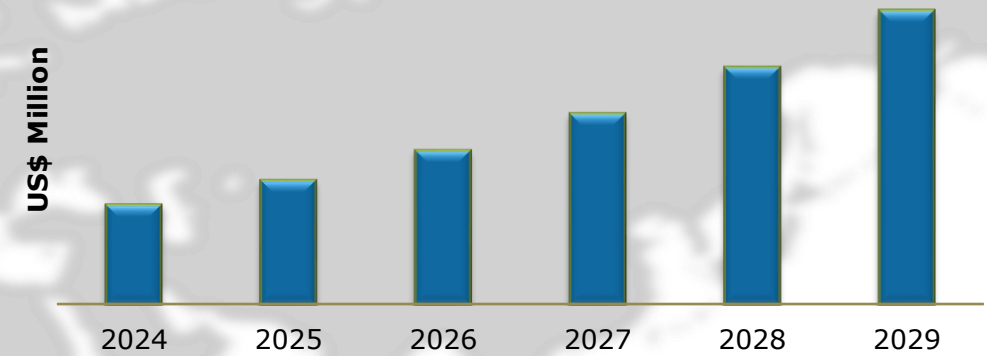
| Region | Share | CAGR (2024-29) |
|--------|-------|-------------------|
| The US | xx% | xx% |
| Canada | xx% | xx% |
| Mexico | xx% | xx% |

Europe Printed Signage Materials Market: Analysis

Europe Printed Signage Materials Market by Region; 2023

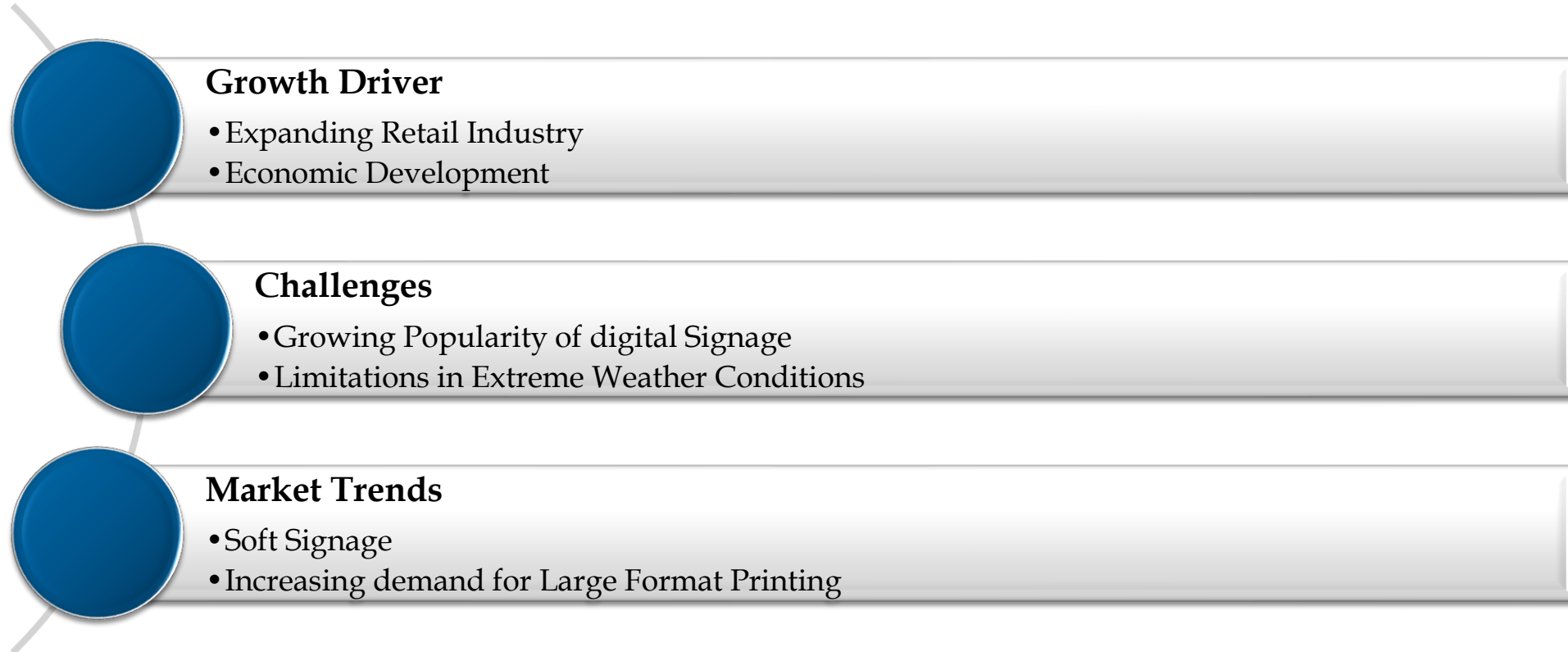


UK Printed Signage Materials Market by Value



| Region | Share | CAGR |
|----------------|-------|-----------|
| | | (2024-29) |
| Germany | xx% | xx% |
| UK | xx% | xx% |
| France | xx% | xx% |
| Italy | xx% | xx% |
| Spain | xx% | xx% |
| Rest of Europe | xx% | xx% |

Global Printed Signage Materials Market: Dynamics



Global Printed Signage Materials Market: Competitive Landscape

Players Profiled

- Thyssenkrupp AG
- Avery Dennison Corp
- Novelis Inc.
- 3A Composites GmbH
- IGEPA Group GmbH & Co.
- Spandex AG
- ORAFOL Europe GmbH
- Antalis
- Lintec Europe (Uk) Ltd.
- Vink Holdings Ltd
- Inapa Investimentos Participacoes e Gestao SA
- Signage Wow