Variable data printing (VDP) is a form of digital printing, including on-demand printing, in which elements such as text, graphics and images may be changed from one printed piece to the next, without stopping or slowing down the printing process and using information from a database or external file.

The global Variable Data Printing market was valued at xx million US$ in 2018 and will reach xx million US$ by the end of 2025, growing at a CAGR of xx% during 2019-2025. This report focuses on Variable Data Printing volume and value at global level, regional level and company level. From a global perspective, this report represents overall Variable Data Printing market size by analyzing historical data and future prospect. Regionally, this report categorizes the production, apparent consumption, export and import of Variable Data Printing in North America, Europe, China, Japan, Southeast Asia and India.

For each manufacturer covered, this report analyzes their Variable Data Printing manufacturing sites, capacity, production, ex-factory price, revenue and market share in global market.

The following manufacturers are covered:
- HP
- Canon
- 3M
- Xerox
- RRD
- Mondi
- Avery Dennison
- Quad/Graphics
- Cernevo
- Ws Packaging
- Segment by Regions
- North America
  - Europe
  - China
  - Japan
  - Southeast Asia
  - India
- Segment by Type
  - Release Liner
  - Linerless
- Segment by Application
  - Food & beverage
  - Consumer durable
  - Pharmaceutical
  - Home & personal
  - Retail sector
  - Industrial lubricants
  - Paints

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