

## Print on Demand Market projected to reach \$64.3 billion by 2032, with a CAGR of 26.4%

WILMINGTON, DE, UNITED STATES, July 30, 2024 /EINPresswire.com/ -- The print on demand market was valued at \$6.4 billion in 2022, and is estimated to reach \$64.3 billion by 2032, growing at a CAGR of 26.4% from 2023 to 2032.

The service segment is expected to witness the highest market growth in the upcoming years, owing to increase in adoption of managed web services in several organizations to provide convenience, expertise, and all-time



support, allowing organizations to focus on their core business functions.

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Print on demand plays a pivotal role in reshaping the retail landscape by offering a flexible and efficient solution for custom product creation and distribution. It empowers individuals and businesses to monetize their creativity without the constraints of traditional manufacturing and inventory management. Print on demand's technology-driven approach streamlines the production process, reducing waste and environmental impact by manufacturing products.

Moreover, this industry democratizes entrepreneurship by lowering barriers to entry, enabling anyone with innovative ideas to establish an online presence and reach a global audience. With its emphasis on personalization, PoD enhances customer experiences by delivering unique, made-to-order items. As e-commerce continues to grow, the PoD sector stands as a catalyst for innovation, providing a dynamic platform that merges artistry, technology, and commerce in a mutually beneficial manner. Such factors are expected to provide lucrative opportunities for print on demand market forecast.

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By region, North America dominated the print on demand market size in 2022. Businesses in this area are embracing these solutions at an increasing rate, which in turn is expected to propel global market growth. However, Asia-Pacific is expected to exhibit the highest growth during the forecast period. The presence of strong government policies regarding privacy and security in this region has been driving the growth of the global market.

The market players operating in the print on demand market analysis are VistaPrint, Zazzle, Inc., Printify, Inc., CustomCat, Gelato, Teelaunch, Prodigi Group, Canva, Redbubble Group and Gooten. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, which help to drive the growth of the print on demand industry globally.

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