

Unlocking Growth: Exploring the USD 64.3 Billion Opportunity in the Print-on-Demand Market

Factors such as the inclination toward fashion apparel and unique products and rise in disposable income are driving the growth of the print on demand industry.

WILMINGTON, DE, UNITED STATES, February 11, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "Unlocking Growth: Exploring the USD 64.3 Billion Opportunity in the [Print-on-Demand Market](#)." The report offers an extensive analysis of key growth strategies,

drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global print on demand market size was valued at \$6.4 billion in 2022, and is projected to reach \$64.3 billion by 2032, growing at a CAGR of 26.4% from 2023 to 2032.

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The inclination toward fashion apparel and unique products and the rise in disposable income are driving the growth of the print on demand industry. In addition, the positive influence of the entertainment industry is fueling the growth of the market. However, lack of control and transparency for the artists and creators and challenges in printing on various kinds of fabric limit the growth of this market. Conversely, growing e-commerce penetration and sales are anticipated to provide numerous opportunities for the expansion of the market during the forecast period.

The print on demand market is segmented into component, product, end-user, and region. By



component, it is categorized into software and service. By product, it is divided into apparel, home décor, drinkware, accessories, and others. Depending on the end-user the market is classified into businesses and individuals. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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Based on component, the software segment held the highest market share in 2022, accounting for more than two-thirds of the print on demand market revenue and is estimated to maintain its leadership status throughout the forecast period. As it offers a range of significant benefits that streamline and enhance the customization and distribution of products. However, the service segment is expected to portray the largest CAGR of 29.1% from 2023 to 2032 and is projected to maintain its lead position during the forecast period. The increasing adoption of managed web services in several organizations provides convenience, expertise, and all-time support, allowing organizations to focus on their core business functions

Based on product, the apparel segment accounted for the largest share in 2022, contributing to more than two-fifths of the print on demand market revenue and is expected to dominate the market revenue throughout the forecast timeframe. Printing on demand for apparel products enables entrepreneurs to build unique designs, graphics, or slogans for different clothing such as t-shirts, hoodies, hats, and more. These factors further drive the demand for this segment in the global market. However, the home decor segment is expected to portray the largest CAGR of 29.7% from 2023 to 2032 and is projected to maintain its lead position during the forecast period. The growth of the segment of home decor is mainly driven by providing soft furnishings and kitchenware that showcase personalized and customized decoration products.

Based on end user, the businesses segment held the highest market share in 2022, accounting for nearly three-fourths of the print on demand market revenue and is estimated to maintain its leadership status throughout the forecast period. This is attributed to the increasing usage of print on demand solutions and services in various businesses. However, the individual's segment is projected to manifest the highest CAGR of 30.2% from 2023 to 2032. The increasing demand for effective print on demand services among individuals is further expected to propel global market growth.

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Based on region, the North America segment held the highest market share in terms of revenue in 2022, accounting for more than one-third of the print on demand market revenue. Businesses in this area are embracing these solutions at an increasing rate which is anticipated to propel the growth of the market, which is further anticipated to propel the growth of the market in this region. However, Asia-Pacific is expected to witness the fastest CAGR of 29.7% from 2023 to 2032, and is likely to enhance the market 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, Prodigy 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.

For more information & details on the print on demand market (265 pages report, executive summary, table of contents, etc) visit: <https://www.alliedmarketresearch.com/print-on-demand-market/purchase-options>

Covid-19 Scenario

□ The COVID-19 pandemic had a significant impact on print on demand market owing to the growing demand for personalized products. In addition, demand for digital designs for print-on-demand products, such as downloadable art prints and digital planners increased during the pandemic.

□ In addition, more customers opted for Internet purchasing due to lockdowns, limitations, and concerns about visiting physical stores. As a result, this resulted in e-commerce sector growth, including the print on demand market as people sought ways to shop for personalized items without leaving their homes. These factors have propelled the growth of print on demand solutions among industries.

Thanks for reading this article, you can also get an individual chapter-wise section or region-wise report versions like North America, Europe, or Asia.

If you have any special requirements, please let us know and we will offer you the report as per your requirements.

Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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1. Subscription Billing Management Market :

<https://www.alliedmarketresearch.com/subscription-billing-management-market-A174269>

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