

Print on Demand Market Growing with 26.4% CAGR | Reach USD 64.3 Billion by 2032 Globally

WILMINGTON, DE, UNITED STATES, July 18, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "[Print on Demand Market Growing with 26.4% CAGR | Reach USD 64.3 Billion by 2032 Globally](#)." 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 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.

For more information, contact Allied Market Research (265 8000000 - 265 8000000) or:

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Driving Factors Print on Demand Market

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.

Market Segmentation Print on Demand Market

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.

Key Players Print on Demand 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.

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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.

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.

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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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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Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic business decisions and achieve sustainable growth in their market domains. We are equipped with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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