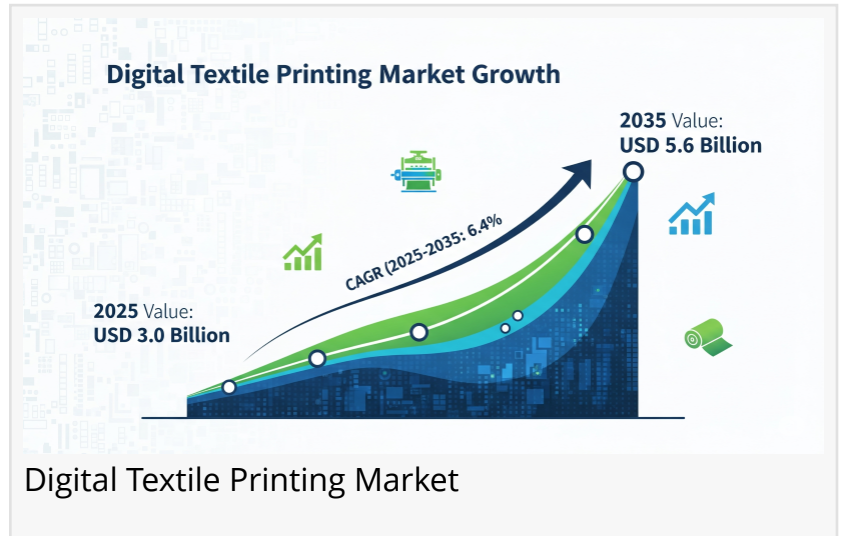


Digital Textile Printing Innovations Unveiled: Global Leaders Showcase Cutting-Edge Technologies and Trends.

Leading manufacturers unveil groundbreaking digital textile printing technologies, driving sustainability and growth in apparel and home décor.

NEWARK, DE, UNITED STATES, August 25, 2025 /EINPresswire.com/ -- The stage is set for one of the most highly anticipated events in the printing industry, Labelexpo 2025. Held at the iconic Fira de Barcelona, this year's expo will feature a groundbreaking showcase of cutting-edge technologies and innovative solutions from both established industry leaders and emerging players. The event will highlight the tremendous advancements in digital textile printing—a rapidly growing market that is poised for exponential growth over the next decade.



A Booming Market: Digital Textile Printing's Rapid Growth

As the [digital textile printing market](#) is projected to reach USD 3.0 billion by 2025 and USD 5.6 billion by 2035, the event will serve as the perfect backdrop to highlight the technologies driving this expansion. The market's impressive growth is being driven by the increasing demand for faster turnaround times, greater customization, and more sustainable production methods, offering a viable alternative to traditional screen printing.

With an estimated compound annual growth rate (CAGR) of 6.4%, the digital textile printing industry is set to experience an uptick in adoption across various sectors, especially in clothing. The latest market analysis shows that direct-to-garment (DTG) printing is anticipated to hold the largest market share of 41.6% in 2025, while clothing remains the dominant end-use application, making up nearly 38.2% of total market demand.

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Key Trends and Innovations Driving the Market

Pigment Inks Lead the Charge

One of the standout trends in digital textile printing is the widespread adoption of pigment inks. Projected to account for 43.9% of the market by 2035, pigment inks are ideal for the fashion industry due to their versatility, eco-friendliness, and vibrant colors. Unlike other inks, pigment inks can be used on both natural fibers such as cotton and synthetic fabrics like polyester, making them suitable for a wide range of applications.

The demand for pigment inks is driven by their ability to deliver durable, high-quality prints that are also washable and fade-resistant. With growing emphasis on sustainability, pigment inks are becoming the preferred choice for companies seeking to reduce their environmental impact while offering premium products.

Polyester Printing Dominates

Another key market trend is the increased use of polyester as a primary substrate for digital textile printing. By 2035, polyester is expected to account for 46.1% of digital textile printing applications. Polyester is a highly versatile material that works seamlessly with sublimation inks, producing vibrant prints that stand the test of time. As one of the most widely used fabrics in activewear, sportswear, and promotional products, polyester's durability, cost-effectiveness, and suitability for high-volume printing make it a dominant force in the digital textile printing market.

The ability to produce high-quality, cost-effective products quickly, with minimal setup time and reduced waste, makes polyester an attractive option for manufacturers seeking agility in a fast-paced industry.

Innovators Leading the Way

At the forefront of digital textile printing innovation are several industry leaders, including Seiko Epson, Mimaki Engineering, Kornit Digital, and Roland DG Corporation. These companies are continuously pushing the envelope with new technologies that improve print quality, enhance production speeds, and reduce costs.

For instance, Roland DG Corporation will be unveiling its new XP-640, a 64-inch eco-solvent inkjet printer that delivers exceptional image quality while maintaining high productivity levels. Meanwhile, Seiko Epson is expanding its capabilities with the acquisition of Fiery, LLC, a leading provider of digital front-end solutions for the print industry.

Sustainability and Customization at the Forefront

UFabrik, a key player in the digital textile printing market, is also making a significant impact by opening a new production facility in North America. Their focus on providing premium, eco-friendly textiles underscores the growing demand for sustainable products. According to a company spokesperson, "We are committed to providing North American markets with textiles that not only meet high performance standards but also offer environmentally friendly alternatives."

Moreover, the digital textile printing industry is witnessing increased adoption in the home décor segment, especially in the U.S. Homeowners are now using digital textile printing to create personalized designs for curtains, bedding, upholstery, and other home textiles. The flexibility of digital printing allows small-batch production, enabling cost-effective customization for individual customers. Additionally, digital textile printing methods require fewer chemicals and less water than traditional techniques, aligning with the sustainability goals of both brands and consumers.

Regional Insights: Global Growth and Opportunities

Geographically, the digital textile printing market is growing rapidly in various regions. The United States is expected to lead the North American market, with a projected CAGR of 3.8% through 2035. In Europe, Germany is poised for steady growth, while Spain shows a promising CAGR of 3.7%. Meanwhile, China continues to dominate as the world's largest textile manufacturer, with digital textile printing becoming a critical tool in meeting the demand for eco-friendly and on-demand production.

In India, the market is forecast to grow at a remarkable 6.3% CAGR, driven by the rising need for sustainable and customized textile solutions. As the global demand for personalized and on-demand products increases, India's textile manufacturers are rapidly adopting digital printing technologies to remain competitive.

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