

Digital Textile Printing Market - Global Outlook and Forecast 2018-2023

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Abstracts

This market research report on global digital textile printing market offers analysis on market size in revenue & volume, market share, industry trends, growth drivers, and vendor analysis. The market study also includes insights on segmentation by ink type (sublimation/disperse dye ink, reactive dye ink, acid ink, and pigment inks), by application (fashion textiles, home textiles, and industrial textiles), and by geography (APAC, Europe, North America, and ROW).

Digital Textile Printing Market - Overview

Digitalization in the process, equipment, and workflow of textile printing is offering a plethora of benefits to the end-users and the manufacturers in the industry. The leading vendors are leveraging rapid improvements and technological advancement in the supply chain to transform the global digital textile printing market. The incorporation of stabilizing technology, sublimation printer, and universalizing ink chemistries will revolutionize the global market. The development of enhanced functionalities is resulting in the exponential growth of the haute couture and sportswear section in the market. The integration of digital printing in the textile printing will help manufacturers handle complex mechanism, a wide range of multi-disciplinary skills in fabric printing, mechanics, ink chemistry, and designs to fulfil orders successfully and implementing the right technique in the process. Moreover, digital printing helps textile merchants sync production process with actual work orders thereby, driving the demand in the global market. These innovative technologies are wading off proofing and sample production and resulting in feasible short -run productions in the textile industry. The three factors attributing the demand for digital texting printing in the global market are consumer demands, globalization, and the growing need to increase supply chain efficiencies.

The benefits of using this technology in the textile industry includes better control of cashflow through print-on-demand for short runs, lower opportunity costs, demand for individuality, and higher accuracy. The growing need for management software that enable enhanced accuracy and increased visibility through the entire workflow from design to delivery will revolutionize the global market. The global digital textile printing market is projected to reach revenues of around \$53 billion by 2023 and is estimated to grow at a CAGR of over 17% during the forecast period.

Digital Textile Printing Market – Dynamics

The new emerging trend of functionalizing of textiles will transform the global digital textile printing market. The industry is witnessing the advancement of materials due to rapidly changing trends, technology breakthroughs, and expansion of applications. The extensive use of digital printers is resulting in the development of functionalizing textile in the global market. The introduction of functionalizing textiles used in swimming can resist frequent contact chlorine and water and exposure to sun by enhancing its color fastness. Some of the popular functionalizing textiles introduced in the global market include flame retardants, color change monitoring properties, uv-rays absorption, infrared rays absorption, germicide properties, dirt repellent properties, optical whitening agents, wrinkle resistance, and controlled release of encapsulated substance such as drugs. Additionally, the introduction of eco-friendly inkjet technology will result in the evolution of the global market over the next few years.

Digital Textile Printing Market – Segmentation

This market research report includes a detailed segmentation of the market by ink type, application, and geography.

Digital Textile Printing Market – By Ink Type

The trend of fluorescent printing in sports and safety apparels is driving sales in the global digital textile printing market

The global digital textile printing market by ink type is segmented into sublimation/disperses dye ink, reactive dye ink, acid ink, and pigment inks. The disperse/sublimation dye ink segment dominated the market share in 2017 and is estimated to grow at a CAGR of around 17% during the forecast period. The recent advancements in user-friendly color-management systems, design software, faster printers, higher utilization, and expanding gamut of inks are some of the factors

attributing to the exponential growth of this segment in the global market. The sublimation and disperse dye ink find major applications in the interiors and garment industries. The emerging concept of DIY and on-demand custom textile fabric creation is leading to the development of the personalized home-textile sector in the global digital textile printing market. The consumers are leveraging online tools to select from a wide variety of images, design ideas, materials, and color palettes, resulting in the growth of the sublimation/disperse dye ink segment. The prominent players are implementing the direct-to-fabric printing method to enhance the quality of the product and gain a larger consumerbase in the global digital textile printing market.

Digital Textile Printing Market – By Application

Fast-fashion trends and assortment of textiles to transform the global digital textile printing market during forecast period

The application segment in the global digital textile printing market is classified into fashion textiles, home textiles, and industrial textiles. The fashion textiles segment occupied more than half of the market share in 2017 and is anticipated to grow at a CAGR of approximately 18% during the forecast period. The introduction of smart garments and apparels created by using multifunctional fabrics is propelling the growth of this segment in the global market. The leading designers are differentiating their styles and are creating a niche through proprietary prints to sustain the intense competition in the fashion industry. The emergence of fast fashion that results in offering garment as soon as possible with one place for creating a collection and then delegating it to global factories for production will transform this market segment over the next few years. The integration of digital printing with DTG screen printing for specialty purposes such as puff, flocking, glitters, foils, and metallic will help vendors gain a larger digital textile printing market share and attract new consumers. Furthermore, the emergence of concepts such as superimposing, reflection, shadow, blurring, layering, and 3D printing will result in the evolution of this market segment.

Digital Textile Printing Market – By Geography

Flexibility over screen printing in Europe to fuel demand in the global digital textile printing market during forecast period

The market by geography is divided into APAC, Europe, North America, and ROW. Europe dominated almost half of the market share in 2017 and is expected to grow at a CAGR of over 16% during the forecast period. The growing requirement for

sophisticated technology, innovation, extremely high-quality goods and equipment, sustainability, and performance is driving the growth Europe in the global digital textile printing market. The top companies in the European market are investing in the procurement of equipment for inkjet printers to meet the growing demand for inventive garments and textiles in the region. The development of high-fashion trends in the UK and the Netherlands will create lucrative opportunities for leading vendors in the European market. The integration of digital printing will result in top quality fashion and textiles products in the EU manufacture clothes, cellulosic fibers, home, and technical textiles across various sectors. Also, the evolving business models and development of industrial-related textile printing solutions will revolutionize the European market during the forecast period.

KEY COUNTRIES PROFILED

Italy

Germany

Turkey

China

India

Indonesia

US

Canada

Brazil

UAE

Key Vendor Analysis

The global digital textile printing market is consolidated, and new players are entering the market to leverage on the lucrative opportunities available for business

development. The leading vendors in the market are focusing on integrating a test laboratory, innovation centers, developing factories for prototyping, volume-producing large industrial and commercial printing systems, and capacity expansion to sustain the competition. The prominent companies especially in the US and Japan are consolidating their business and expanding production capacities through strategic M&As. The introduction of integrated printing processes into value chains will help players occupy a larger market share and gain new consumer in the global digital textile printing market. The top companies are competing on the basis of low-cost production ability, supply capacities, compatibility, reliability, quality, price, and market recognition.

The major vendors in the market are:

EFI

SPGPrints

Seiko Epson

Kornit Digital

Mimaki Engineering

Other prominent vendors include ColorJet, Durst Phototechnik, DuPont, Dystar Group, Huntsman International, Konica Minolta, Marabu, Ms Printing Solutions, Sawgrass Technologies, Sensient Technologies, Sun Chemical Corporation, Mutoh, Shanghai INKWIN Inkjet Technology, and TrendVision Technology.

Key market insights include

1. The analysis of digital textile printing market provides market size and growth rate for the forecast period 2018-2023.
2. It offers comprehensive insights on current industry trends, trend forecast, and growth drivers about the digital textile printing market.
3. The report provides the latest analysis of market share, growth drivers, challenges, and investment opportunities.
4. It offers a complete overview of market segments and the regional outlook of digital textile printing market.
5. The report offers a detailed overview of the vendor landscape, competitive analysis,

and key market strategies to gain competitive advantage.

REPORT SNAPSHOT

The digital textile printing market size is expected to reach values of approximately \$53 billion by 2023, growing at an impressive CAGR of over 17% by 2017–2023.

The digital textile printing market is driven by the provision of new features, and localized loops for print deliveries. The global market is also witnessing advancements in terms of higher grey-scale capabilities, versatility, increased nozzle density, and more speed for delivering superior quality of products. The market research report provides in-depth market analysis and segmental analysis of the digital textile printing market by type, program, delivery model, revenue model, and geography.

Base Year: 2017

Forecast Year: 2018–2023

The report considers the present scenario of the global digital textile printing market and its market dynamics for the period 2018–2023. It covers a detailed overview of various market growth enablers, restraints, and trends. The study covers both the demand and supply sides of the market. It also profiles and analyzes the leading companies and various other prominent companies operating in the market.

It provides the market size in

Revenue (\$ billion)

Volume (million sqm)

Major Vendors in the Digital Textile Printing Market

EFI

Business Overview

Product Offerings

Key Strategies

Key Strengths

Key Opportunities

SPGPrints

Seiko Epson

Kornit Digital

Mimaki Engineering

Prominent Players in the Digital Textile Printing Market

ColorJet

Business Overview

Product Offerings

Key Strategies

Key Strengths

Durst Phototechnik

DuPont

Dystar Group

Huntsman International

Konica Minolta

Marabu

MS Printing Solutions

Sawgrass Technologies

Sensient Technologies

Sun Chemical Corporation

Mutoh

Shanghai INKWIN Inkjet Technology

TrendVision Technology

Market Segmentation by Ink Type

Sublimation/Disperse Dye Ink

Reactive Dye Ink

Acid Ink

Pigment Inks

Market Segmentation by Application

Fashion Textiles

Home Textiles

Industrial Textiles

Market Segmentation by Geography

APAC

China

India

Indonesia

Europe

Italy

Germany

Turkey

North America

US

Canada

ROW

Brazil

UAE

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