

Global Desktop Retransfer Card Printers Market Research Report 2026(Status and Outlook)

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Abstracts

A retransfer card printer that uses a two-step print process instead of a traditional dye-sub direct-to-card technology. The card design is first printed onto a durable overlay transfer film, which is then bonded onto the card's surface using a combination of heat and pressure. Retransfer card printers, also known as reverse transfer card printers, are a type of card printer that uses a different printing process compared to direct-to-card printers. Instead of printing directly onto the card's surface, retransfer printers transfer the image from a specialized film to the card. This process involves two steps: printing the image onto a transparent film, and then thermally bonding the film to the card. Using a retransfer printer will allow you to produce high-definition ID cards that are known as over-the-edge ID cards. This means there is no white border left around the edge of the card; something that happens if you're using a direct-to-card machine. You can watch more about the differences between direct-to-card and retransfer printers in the video below. Retransfer printers offer high-resolution printing, resulting in sharp and vibrant images, text, and graphics on the card. They can produce true over-the-edge printing, covering the entire card surface without any white borders.

The global Retransfer Card Printers market size was estimated at USD 196.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 3.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Retransfer Card Printers market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Retransfer Card Printers market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Retransfer Card Printers market.

Global Retransfer Card Printers Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Zebra
Entrust Datacard
HID Global
Evolis
Nisca
NBS Technologies
Magicard
Swiftcolor

Matica Technologies

Market Segmentation (by Type)

Single-sided Printing
Double-sided Printing

Market Segmentation (by Application)

Enterprise
School
Government
Commercial

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Retransfer Card Printers Market
Overview of the regional outlook of the Retransfer Card Printers Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Retransfer Card Printers Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Retransfer Card Printers, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share,

product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Desktop Retransfer Card Printers
- 1.2 Key Market Segments
 - 1.2.1 Desktop Retransfer Card Printers Segment by Type
 - 1.2.2 Desktop Retransfer Card Printers Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 DESKTOP RETRANSFER CARD PRINTERS MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Desktop Retransfer Card Printers Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global Desktop Retransfer Card Printers Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 DESKTOP RETRANSFER CARD PRINTERS MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Desktop Retransfer Card Printers Product Life Cycle
- 3.3 Global Desktop Retransfer Card Printers Sales by Manufacturers (2020-2025)
- 3.4 Global Desktop Retransfer Card Printers Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Desktop Retransfer Card Printers Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Desktop Retransfer Card Printers Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Desktop Retransfer Card Printers Market Competitive Situation and Trends

- 3.8.1 Desktop Retransfer Card Printers Market Concentration Rate
- 3.8.2 Global 5 and 10 Largest Desktop Retransfer Card Printers Players Market Share by Revenue
- 3.8.3 Mergers & Acquisitions, Expansion

4 DESKTOP RETRANSFER CARD PRINTERS INDUSTRY CHAIN ANALYSIS

- 4.1 Desktop Retransfer Card Printers Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF DESKTOP RETRANSFER CARD PRINTERS MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Desktop Retransfer Card Printers Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Desktop Retransfer Card Printers Market
- 5.7 ESG Ratings of Leading Companies

6 DESKTOP RETRANSFER CARD PRINTERS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Desktop Retransfer Card Printers Sales Market Share by Type (2020-2025)

- 6.3 Global Desktop Retransfer Card Printers Market Size by Type (2020-2025)
- 6.4 Global Desktop Retransfer Card Printers Price by Type (2020-2025)

7 DESKTOP RETRANSFER CARD PRINTERS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Desktop Retransfer Card Printers Market Sales by Application (2020-2025)
- 7.3 Global Desktop Retransfer Card Printers Market Size (M USD) by Application (2020-2025)
- 7.4 Global Desktop Retransfer Card Printers Sales Growth Rate by Application (2020-2025)

8 DESKTOP RETRANSFER CARD PRINTERS MARKET SALES BY REGION

- 8.1 Global Desktop Retransfer Card Printers Sales by Region
 - 8.1.1 Global Desktop Retransfer Card Printers Sales by Region
 - 8.1.2 Global Desktop Retransfer Card Printers Sales Market Share by Region
- 8.2 Global Desktop Retransfer Card Printers Market Size by Region
 - 8.2.1 Global Desktop Retransfer Card Printers Market Size by Region
 - 8.2.2 Global Desktop Retransfer Card Printers Market Size by Region
- 8.3 North America
 - 8.3.1 North America Desktop Retransfer Card Printers Sales by Country
 - 8.3.2 North America Desktop Retransfer Card Printers Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe Desktop Retransfer Card Printers Sales by Country
 - 8.4.2 Europe Desktop Retransfer Card Printers Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific Desktop Retransfer Card Printers Sales by Region
 - 8.5.2 Asia Pacific Desktop Retransfer Card Printers Market Size by Region
 - 8.5.3 China Market Overview

- 8.5.4 Japan Market Overview
- 8.5.5 South Korea Market Overview
- 8.5.6 India Market Overview
- 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America Desktop Retransfer Card Printers Sales by Country
 - 8.6.2 South America Desktop Retransfer Card Printers Market Size by Country
 - 8.6.3 Brazil Market Overview
 - 8.6.4 Argentina Market Overview
 - 8.6.5 Columbia Market Overview
- 8.7 Middle East and Africa
 - 8.7.1 Middle East and Africa Desktop Retransfer Card Printers Sales by Region
 - 8.7.2 Middle East and Africa Desktop Retransfer Card Printers Market Size by Region
 - 8.7.3 Saudi Arabia Market Overview
 - 8.7.4 UAE Market Overview
 - 8.7.5 Egypt Market Overview
 - 8.7.6 Nigeria Market Overview
 - 8.7.7 South Africa Market Overview

9 DESKTOP RETRANSFER CARD PRINTERS MARKET PRODUCTION BY REGION

- 9.1 Global Production of Desktop Retransfer Card Printers by Region(2020-2025)
- 9.2 Global Desktop Retransfer Card Printers Revenue Market Share by Region (2020-2025)
- 9.3 Global Desktop Retransfer Card Printers Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Desktop Retransfer Card Printers Production
 - 9.4.1 North America Desktop Retransfer Card Printers Production Growth Rate (2020-2025)
 - 9.4.2 North America Desktop Retransfer Card Printers Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Desktop Retransfer Card Printers Production
 - 9.5.1 Europe Desktop Retransfer Card Printers Production Growth Rate (2020-2025)
 - 9.5.2 Europe Desktop Retransfer Card Printers Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Desktop Retransfer Card Printers Production (2020-2025)
 - 9.6.1 Japan Desktop Retransfer Card Printers Production Growth Rate (2020-2025)
 - 9.6.2 Japan Desktop Retransfer Card Printers Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Desktop Retransfer Card Printers Production (2020-2025)

9.7.1 China Desktop Retransfer Card Printers Production Growth Rate (2020-2025)

9.7.2 China Desktop Retransfer Card Printers Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Zebra

10.1.1 Zebra Basic Information

10.1.2 Zebra Desktop Retransfer Card Printers Product Overview

10.1.3 Zebra Desktop Retransfer Card Printers Product Market Performance

10.1.4 Zebra Business Overview

10.1.5 Zebra SWOT Analysis

10.1.6 Zebra Recent Developments

10.2 Entrust Datacard

10.2.1 Entrust Datacard Basic Information

10.2.2 Entrust Datacard Desktop Retransfer Card Printers Product Overview

10.2.3 Entrust Datacard Desktop Retransfer Card Printers Product Market Performance

10.2.4 Entrust Datacard Business Overview

10.2.5 Entrust Datacard SWOT Analysis

10.2.6 Entrust Datacard Recent Developments

10.3 HID Global

10.3.1 HID Global Basic Information

10.3.2 HID Global Desktop Retransfer Card Printers Product Overview

10.3.3 HID Global Desktop Retransfer Card Printers Product Market Performance

10.3.4 HID Global Business Overview

10.3.5 HID Global SWOT Analysis

10.3.6 HID Global Recent Developments

10.4 Evolis

10.4.1 Evolis Basic Information

10.4.2 Evolis Desktop Retransfer Card Printers Product Overview

10.4.3 Evolis Desktop Retransfer Card Printers Product Market Performance

10.4.4 Evolis Business Overview

10.4.5 Evolis Recent Developments

10.5 Nisca

10.5.1 Nisca Basic Information

10.5.2 Nisca Desktop Retransfer Card Printers Product Overview

10.5.3 Nisca Desktop Retransfer Card Printers Product Market Performance

- 10.5.4 Nisca Business Overview
- 10.5.5 Nisca Recent Developments
- 10.6 NBS Technologies
 - 10.6.1 NBS Technologies Basic Information
 - 10.6.2 NBS Technologies Desktop Retransfer Card Printers Product Overview
 - 10.6.3 NBS Technologies Desktop Retransfer Card Printers Product Market Performance
 - 10.6.4 NBS Technologies Business Overview
 - 10.6.5 NBS Technologies Recent Developments
- 10.7 Magicard
 - 10.7.1 Magicard Basic Information
 - 10.7.2 Magicard Desktop Retransfer Card Printers Product Overview
 - 10.7.3 Magicard Desktop Retransfer Card Printers Product Market Performance
 - 10.7.4 Magicard Business Overview
 - 10.7.5 Magicard Recent Developments
- 10.8 Swiftcolor
 - 10.8.1 Swiftcolor Basic Information
 - 10.8.2 Swiftcolor Desktop Retransfer Card Printers Product Overview
 - 10.8.3 Swiftcolor Desktop Retransfer Card Printers Product Market Performance
 - 10.8.4 Swiftcolor Business Overview
 - 10.8.5 Swiftcolor Recent Developments
- 10.9 Matica Technologies
 - 10.9.1 Matica Technologies Basic Information
 - 10.9.2 Matica Technologies Desktop Retransfer Card Printers Product Overview
 - 10.9.3 Matica Technologies Desktop Retransfer Card Printers Product Market Performance
 - 10.9.4 Matica Technologies Business Overview
 - 10.9.5 Matica Technologies Recent Developments

11 DESKTOP RETRANSFER CARD PRINTERS MARKET FORECAST BY REGION

- 11.1 Global Desktop Retransfer Card Printers Market Size Forecast
- 11.2 Global Desktop Retransfer Card Printers Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Desktop Retransfer Card Printers Market Size Forecast by Country
 - 11.2.3 Asia Pacific Desktop Retransfer Card Printers Market Size Forecast by Region
 - 11.2.4 South America Desktop Retransfer Card Printers Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Desktop Retransfer Card Printers

by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global Desktop Retransfer Card Printers Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Desktop Retransfer Card Printers by Type (2026-2035)

12.1.2 Global Desktop Retransfer Card Printers Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Desktop Retransfer Card Printers by Type (2026-2035)

12.2 Global Desktop Retransfer Card Printers Market Forecast by Application (2026-2035)

12.2.1 Global Desktop Retransfer Card Printers Sales (K Units) Forecast by Application

12.2.2 Global Desktop Retransfer Card Printers Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Desktop Retransfer Card Printers Market Size by Type (M USD)
- Table 4. Global Desktop Retransfer Card Printers Market Size by Application
- Table 5. Desktop Retransfer Card Printers Market Size Comparison by Region (M USD)
- Table 6. Global Desktop Retransfer Card Printers Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global Desktop Retransfer Card Printers Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Desktop Retransfer Card Printers Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Desktop Retransfer Card Printers Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Desktop Retransfer Card Printers as of 2025)
- Table 11. Global Market Desktop Retransfer Card Printers Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Desktop Retransfer Card Printers Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Desktop Retransfer Card Printers Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global Desktop Retransfer Card Printers Sales by Type (K Units)
- Table 27. Global Desktop Retransfer Card Printers Market Size by Type (M USD)

Table 28. Global Desktop Retransfer Card Printers Sales (K Units) by Type (2020-2025)

Table 29. Global Desktop Retransfer Card Printers Sales Market Share by Type (2020-2025)

Table 30. Global Desktop Retransfer Card Printers Market Size (M USD) by Type (2020-2025)

Table 31. Global Desktop Retransfer Card Printers Market Share by Type (2020-2025)

Table 32. Global Desktop Retransfer Card Printers Price (USD/Unit) by Type (2020-2025)

Table 33. Global Desktop Retransfer Card Printers Sales (K Units) by Application

Table 34. Global Desktop Retransfer Card Printers Market Size by Application

Table 35. Global Desktop Retransfer Card Printers Sales by Application (2020-2025) & (K Units)

Table 36. Global Desktop Retransfer Card Printers Sales Market Share by Application (2020-2025)

Table 37. Global Desktop Retransfer Card Printers Market Size by Application (2020-2025) & (M USD)

Table 38. Global Desktop Retransfer Card Printers Market Share by Application (2020-2025)

Table 39. Global Desktop Retransfer Card Printers Sales Growth Rate by Application (2020-2025)

Table 40. Global Desktop Retransfer Card Printers Sales by Region (2020-2025) & (K Units)

Table 41. Global Desktop Retransfer Card Printers Sales Market Share by Region (2020-2025)

Table 42. Global Desktop Retransfer Card Printers Market Size by Region (2020-2025) & (M USD)

Table 43. Global Desktop Retransfer Card Printers Market Size by Region (2020-2025)

Table 44. North America Desktop Retransfer Card Printers Sales by Country (2020-2025) & (K Units)

Table 45. North America Desktop Retransfer Card Printers Market Size by Country (2020-2025) & (M USD)

Table 46. Europe Desktop Retransfer Card Printers Sales by Country (2020-2025) & (K Units)

Table 47. Europe Desktop Retransfer Card Printers Market Size by Country (2020-2025) & (M USD)

Table 48. Asia Pacific Desktop Retransfer Card Printers Sales by Region (2020-2025) & (K Units)

Table 49. Asia Pacific Desktop Retransfer Card Printers Market Size by Region (2020-2025) & (M USD)

- Table 50. South America Desktop Retransfer Card Printers Sales by Country (2020-2025) & (K Units)
- Table 51. South America Desktop Retransfer Card Printers Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Desktop Retransfer Card Printers Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa Desktop Retransfer Card Printers Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Desktop Retransfer Card Printers Production (K Units) by Region(2020-2025)
- Table 55. Global Desktop Retransfer Card Printers Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Desktop Retransfer Card Printers Revenue Market Share by Region (2020-2025)
- Table 57. Global Desktop Retransfer Card Printers Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America Desktop Retransfer Card Printers Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe Desktop Retransfer Card Printers Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan Desktop Retransfer Card Printers Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 61. China Desktop Retransfer Card Printers Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 62. Zebra Basic Information
- Table 63. Zebra Desktop Retransfer Card Printers Product Overview
- Table 64. Zebra Desktop Retransfer Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 65. Zebra Business Overview
- Table 66. Zebra SWOT Analysis
- Table 67. Zebra Recent Developments
- Table 68. Entrust Datacard Basic Information
- Table 69. Entrust Datacard Desktop Retransfer Card Printers Product Overview
- Table 70. Entrust Datacard Desktop Retransfer Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 71. Entrust Datacard Business Overview
- Table 72. Entrust Datacard SWOT Analysis
- Table 73. Entrust Datacard Recent Developments
- Table 74. HID Global Basic Information

- Table 75. HID Global Desktop Retransfer Card Printers Product Overview
- Table 76. HID Global Desktop Retransfer Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 77. HID Global Business Overview
- Table 78. HID Global SWOT Analysis
- Table 79. HID Global Recent Developments
- Table 80. Evolis Basic Information
- Table 81. Evolis Desktop Retransfer Card Printers Product Overview
- Table 82. Evolis Desktop Retransfer Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 83. Evolis Business Overview
- Table 84. Evolis Recent Developments
- Table 85. Nisca Basic Information
- Table 86. Nisca Desktop Retransfer Card Printers Product Overview
- Table 87. Nisca Desktop Retransfer Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 88. Nisca Business Overview
- Table 89. Nisca Recent Developments
- Table 90. NBS Technologies Basic Information
- Table 91. NBS Technologies Desktop Retransfer Card Printers Product Overview
- Table 92. NBS Technologies Desktop Retransfer Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 93. NBS Technologies Business Overview
- Table 94. NBS Technologies Recent Developments
- Table 95. Magicard Basic Information
- Table 96. Magicard Desktop Retransfer Card Printers Product Overview
- Table 97. Magicard Desktop Retransfer Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. Magicard Business Overview
- Table 99. Magicard Recent Developments
- Table 100. Swiftcolor Basic Information
- Table 101. Swiftcolor Desktop Retransfer Card Printers Product Overview
- Table 102. Swiftcolor Desktop Retransfer Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. Swiftcolor Business Overview
- Table 104. Swiftcolor Recent Developments
- Table 105. Matica Technologies Basic Information
- Table 106. Matica Technologies Desktop Retransfer Card Printers Product Overview
- Table 107. Matica Technologies Desktop Retransfer Card Printers Sales (K Units),

Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 108. Matica Technologies Business Overview

Table 109. Matica Technologies Recent Developments

Table 110. Global Desktop Retransfer Card Printers Sales Forecast by Region (2026-2035) & (K Units)

Table 111. Global Desktop Retransfer Card Printers Market Size Forecast by Region (2026-2035) & (M USD)

Table 112. North America Desktop Retransfer Card Printers Sales Forecast by Country (2026-2035) & (K Units)

Table 113. North America Desktop Retransfer Card Printers Market Size Forecast by Country (2026-2035) & (M USD)

Table 114. Europe Desktop Retransfer Card Printers Sales Forecast by Country (2026-2035) & (K Units)

Table 115. Europe Desktop Retransfer Card Printers Market Size Forecast by Country (2026-2035) & (M USD)

Table 116. Asia Pacific Desktop Retransfer Card Printers Sales Forecast by Region (2026-2035) & (K Units)

Table 117. Asia Pacific Desktop Retransfer Card Printers Market Size Forecast by Region (2026-2035) & (M USD)

Table 118. South America Desktop Retransfer Card Printers Sales Forecast by Country (2026-2035) & (K Units)

Table 119. South America Desktop Retransfer Card Printers Market Size Forecast by Country (2026-2035) & (M USD)

Table 120. Middle East and Africa Desktop Retransfer Card Printers Sales Forecast by Country (2026-2035) & (Units)

Table 121. Middle East and Africa Desktop Retransfer Card Printers Market Size Forecast by Country (2026-2035) & (M USD)

Table 122. Global Desktop Retransfer Card Printers Sales Forecast by Type (2026-2035) & (K Units)

Table 123. Global Desktop Retransfer Card Printers Market Size Forecast by Type (2026-2035) & (M USD)

Table 124. Global Desktop Retransfer Card Printers Price Forecast by Type (2026-2035) & (USD/Unit)

Table 125. Global Desktop Retransfer Card Printers Sales (K Units) Forecast by Application (2026-2035)

Table 126. Global Desktop Retransfer Card Printers Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Desktop Retransfer Card Printers
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Desktop Retransfer Card Printers Market Size (M USD), 2025-2035
- Figure 5. Global Desktop Retransfer Card Printers Market Size (M USD) (2020-2035)
- Figure 6. Global Desktop Retransfer Card Printers Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Desktop Retransfer Card Printers Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Desktop Retransfer Card Printers Product Life Cycle
- Figure 13. Desktop Retransfer Card Printers Sales Share by Manufacturers in 2025
- Figure 14. Global Desktop Retransfer Card Printers Revenue Share by Manufacturers in 2025
- Figure 15. Desktop Retransfer Card Printers Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Desktop Retransfer Card Printers Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Desktop Retransfer Card Printers Revenue in 2025
- Figure 18. Industry Chain Map of Desktop Retransfer Card Printers
- Figure 19. Global Desktop Retransfer Card Printers Market PEST Analysis
- Figure 20. Global Desktop Retransfer Card Printers Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Desktop Retransfer Card Printers Market Share by Type
- Figure 27. Sales Market Share of Desktop Retransfer Card Printers by Type (2020-2025)
- Figure 28. Sales Market Share of Desktop Retransfer Card Printers by Type in 2025
- Figure 29. Market Share of Desktop Retransfer Card Printers by Type (2020-2025)

- Figure 30. Market Share of Desktop Retransfer Card Printers by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Desktop Retransfer Card Printers Market Share by Application
- Figure 33. Global Desktop Retransfer Card Printers Sales Market Share by Application (2020-2025)
- Figure 34. Global Desktop Retransfer Card Printers Sales Market Share by Application in 2025
- Figure 35. Global Desktop Retransfer Card Printers Market Share by Application (2020-2025)
- Figure 36. Global Desktop Retransfer Card Printers Market Share by Application in 2025
- Figure 37. Global Desktop Retransfer Card Printers Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Desktop Retransfer Card Printers Sales Market Share by Region (2020-2025)
- Figure 39. Global Desktop Retransfer Card Printers Market Size by Region (2020-2025)
- Figure 40. North America Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Desktop Retransfer Card Printers Sales Market Share by Country in 2024
- Figure 43. North America Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Desktop Retransfer Card Printers Market Size by Country in 2024
- Figure 45. U.S. Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Desktop Retransfer Card Printers Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Desktop Retransfer Card Printers Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Desktop Retransfer Card Printers Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Desktop Retransfer Card Printers Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Desktop Retransfer Card Printers Sales and Growth Rate

(2020-2025) & (K Units)

Figure 52. Europe Desktop Retransfer Card Printers Sales Market Share by Country in 2024

Figure 53. Europe Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Desktop Retransfer Card Printers Market Size by Country in 2024

Figure 55. Germany Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Desktop Retransfer Card Printers Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Desktop Retransfer Card Printers Sales Market Share by Region in 2024

Figure 67. Asia Pacific Desktop Retransfer Card Printers Market Size by Region in 2024

Figure 68. China Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Desktop Retransfer Card Printers Sales and Growth Rate (K Units)

Figure 79. South America Desktop Retransfer Card Printers Sales Market Share by Country in 2024

Figure 80. South America Desktop Retransfer Card Printers Market Size and Growth Rate (M USD)

Figure 81. South America Desktop Retransfer Card Printers Market Size by Country in 2024

Figure 82. Brazil Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Desktop Retransfer Card Printers Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Desktop Retransfer Card Printers Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Desktop Retransfer Card Printers Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Desktop Retransfer Card Printers Market Size by

Region in 2024

Figure 92. Saudi Arabia Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Desktop Retransfer Card Printers Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Desktop Retransfer Card Printers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Desktop Retransfer Card Printers Production Market Share by Region (2020-2025)

Figure 103. North America Desktop Retransfer Card Printers Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Desktop Retransfer Card Printers Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Desktop Retransfer Card Printers Production (K Units) Growth Rate (2020-2025)

Figure 106. China Desktop Retransfer Card Printers Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Desktop Retransfer Card Printers Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Desktop Retransfer Card Printers Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Desktop Retransfer Card Printers Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Desktop Retransfer Card Printers Market Share Forecast by Type (2026-2035)

Figure 111. Global Desktop Retransfer Card Printers Sales Forecast by Application (2026-2035)

Figure 112. Global Desktop Retransfer Card Printers Market Share Forecast by Application (2026-2035)

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