

Global Personalized Books Market Research Report 2026(Status and Outlook)

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Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Personalized Books competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. Personalized books refer to printed or digital publications that are customized to the specific needs of readers, usually through print-on-demand (POD) technology. Its core feature is to use the reader's name, photo, interests or exclusive information to generate unique content, making the reader the protagonist of the story or influencing the development of the plot. This type of book is widely used in children's books, adult novels, memoirs, corporate gifts and education, meeting consumers' pursuit of exclusivity, interactivity and commemorative value.

The global Personalized Books market size was estimated at USD 1012.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 9.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Personalized Books 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 Personalized Books 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 Personalized Books market.

Global Personalized Books 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

LoveBook
KD Novelties
NAMEE
Wonderbly
Imagitime
Create-A-Book
Pinhole Press
Shutterfly
Dinkleboo US
Gelato
Lillian Vernon
Hooray Heroes

librio
Materlu
Story Bug
Personal Creations

Market Segmentation (by Type)

AI-generated
Manual Deep Customization
Others

Market Segmentation (by Application)

Children
Adults

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 Personalized Books Market
Overview of the regional outlook of the Personalized Books Market:

Customization of the Report

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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 Personalized Books 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 Personalized Books, 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 Personalized Books
- 1.2 Key Market Segments
 - 1.2.1 Personalized Books Segment by Type
 - 1.2.2 Personalized Books 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 PERSONALIZED BOOKS MARKET OVERVIEW

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

3 PERSONALIZED BOOKS MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Personalized Books Product Life Cycle
- 3.3 Global Personalized Books Sales by Manufacturers (2020-2025)
- 3.4 Global Personalized Books Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Personalized Books Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Personalized Books Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Personalized Books Market Competitive Situation and Trends
 - 3.8.1 Personalized Books Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest Personalized Books Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 PERSONALIZED BOOKS INDUSTRY CHAIN ANALYSIS

- 4.1 Personalized Books 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 PERSONALIZED BOOKS 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 Personalized Books 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 Personalized Books Market
- 5.7 ESG Ratings of Leading Companies

6 PERSONALIZED BOOKS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Personalized Books Sales Market Share by Type (2020-2025)
- 6.3 Global Personalized Books Market Size by Type (2020-2025)
- 6.4 Global Personalized Books Price by Type (2020-2025)

7 PERSONALIZED BOOKS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Personalized Books Market Sales by Application (2020-2025)
- 7.3 Global Personalized Books Market Size (M USD) by Application (2020-2025)

7.4 Global Personalized Books Sales Growth Rate by Application (2020-2025)

8 PERSONALIZED BOOKS MARKET SALES BY REGION

8.1 Global Personalized Books Sales by Region

8.1.1 Global Personalized Books Sales by Region

8.1.2 Global Personalized Books Sales Market Share by Region

8.2 Global Personalized Books Market Size by Region

8.2.1 Global Personalized Books Market Size by Region

8.2.2 Global Personalized Books Market Size by Region

8.3 North America

8.3.1 North America Personalized Books Sales by Country

8.3.2 North America Personalized Books 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 Personalized Books Sales by Country

8.4.2 Europe Personalized Books 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 Personalized Books Sales by Region

8.5.2 Asia Pacific Personalized Books 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 Personalized Books Sales by Country

8.6.2 South America Personalized Books 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 Personalized Books Sales by Region
- 8.7.2 Middle East and Africa Personalized Books 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 PERSONALIZED BOOKS MARKET PRODUCTION BY REGION

- 9.1 Global Production of Personalized Books by Region(2020-2025)
- 9.2 Global Personalized Books Revenue Market Share by Region (2020-2025)
- 9.3 Global Personalized Books Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Personalized Books Production
 - 9.4.1 North America Personalized Books Production Growth Rate (2020-2025)
 - 9.4.2 North America Personalized Books Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Personalized Books Production
 - 9.5.1 Europe Personalized Books Production Growth Rate (2020-2025)
 - 9.5.2 Europe Personalized Books Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Personalized Books Production (2020-2025)
 - 9.6.1 Japan Personalized Books Production Growth Rate (2020-2025)
 - 9.6.2 Japan Personalized Books Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Personalized Books Production (2020-2025)
 - 9.7.1 China Personalized Books Production Growth Rate (2020-2025)
 - 9.7.2 China Personalized Books Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 LoveBook
 - 10.1.1 LoveBook Basic Information
 - 10.1.2 LoveBook Personalized Books Product Overview
 - 10.1.3 LoveBook Personalized Books Product Market Performance
 - 10.1.4 LoveBook Business Overview
 - 10.1.5 LoveBook SWOT Analysis

- 10.1.6 LoveBook Recent Developments
- 10.2 KD Novelties
 - 10.2.1 KD Novelties Basic Information
 - 10.2.2 KD Novelties Personalized Books Product Overview
 - 10.2.3 KD Novelties Personalized Books Product Market Performance
 - 10.2.4 KD Novelties Business Overview
 - 10.2.5 KD Novelties SWOT Analysis
 - 10.2.6 KD Novelties Recent Developments
- 10.3 NAMEE
 - 10.3.1 NAMEE Basic Information
 - 10.3.2 NAMEE Personalized Books Product Overview
 - 10.3.3 NAMEE Personalized Books Product Market Performance
 - 10.3.4 NAMEE Business Overview
 - 10.3.5 NAMEE SWOT Analysis
 - 10.3.6 NAMEE Recent Developments
- 10.4 Wonderbly
 - 10.4.1 Wonderbly Basic Information
 - 10.4.2 Wonderbly Personalized Books Product Overview
 - 10.4.3 Wonderbly Personalized Books Product Market Performance
 - 10.4.4 Wonderbly Business Overview
 - 10.4.5 Wonderbly Recent Developments
- 10.5 Imagitime
 - 10.5.1 Imagitime Basic Information
 - 10.5.2 Imagitime Personalized Books Product Overview
 - 10.5.3 Imagitime Personalized Books Product Market Performance
 - 10.5.4 Imagitime Business Overview
 - 10.5.5 Imagitime Recent Developments
- 10.6 Create-A-Book
 - 10.6.1 Create-A-Book Basic Information
 - 10.6.2 Create-A-Book Personalized Books Product Overview
 - 10.6.3 Create-A-Book Personalized Books Product Market Performance
 - 10.6.4 Create-A-Book Business Overview
 - 10.6.5 Create-A-Book Recent Developments
- 10.7 Pinhole Press
 - 10.7.1 Pinhole Press Basic Information
 - 10.7.2 Pinhole Press Personalized Books Product Overview
 - 10.7.3 Pinhole Press Personalized Books Product Market Performance
 - 10.7.4 Pinhole Press Business Overview
 - 10.7.5 Pinhole Press Recent Developments

10.8 Shutterfly

10.8.1 Shutterfly Basic Information

10.8.2 Shutterfly Personalized Books Product Overview

10.8.3 Shutterfly Personalized Books Product Market Performance

10.8.4 Shutterfly Business Overview

10.8.5 Shutterfly Recent Developments

10.9 Dinkleboo US

10.9.1 Dinkleboo US Basic Information

10.9.2 Dinkleboo US Personalized Books Product Overview

10.9.3 Dinkleboo US Personalized Books Product Market Performance

10.9.4 Dinkleboo US Business Overview

10.9.5 Dinkleboo US Recent Developments

10.10 Gelato

10.10.1 Gelato Basic Information

10.10.2 Gelato Personalized Books Product Overview

10.10.3 Gelato Personalized Books Product Market Performance

10.10.4 Gelato Business Overview

10.10.5 Gelato Recent Developments

10.11 Lillian Vernon

10.11.1 Lillian Vernon Basic Information

10.11.2 Lillian Vernon Personalized Books Product Overview

10.11.3 Lillian Vernon Personalized Books Product Market Performance

10.11.4 Lillian Vernon Business Overview

10.11.5 Lillian Vernon Recent Developments

10.12 Hooray Heroes

10.12.1 Hooray Heroes Basic Information

10.12.2 Hooray Heroes Personalized Books Product Overview

10.12.3 Hooray Heroes Personalized Books Product Market Performance

10.12.4 Hooray Heroes Business Overview

10.12.5 Hooray Heroes Recent Developments

10.13 libro

10.13.1 libro Basic Information

10.13.2 libro Personalized Books Product Overview

10.13.3 libro Personalized Books Product Market Performance

10.13.4 libro Business Overview

10.13.5 libro Recent Developments

10.14 Materlu

10.14.1 Materlu Basic Information

10.14.2 Materlu Personalized Books Product Overview

- 10.14.3 Materlu Personalized Books Product Market Performance
- 10.14.4 Materlu Business Overview
- 10.14.5 Materlu Recent Developments
- 10.15 Story Bug
 - 10.15.1 Story Bug Basic Information
 - 10.15.2 Story Bug Personalized Books Product Overview
 - 10.15.3 Story Bug Personalized Books Product Market Performance
 - 10.15.4 Story Bug Business Overview
 - 10.15.5 Story Bug Recent Developments
- 10.16 Personal Creations
 - 10.16.1 Personal Creations Basic Information
 - 10.16.2 Personal Creations Personalized Books Product Overview
 - 10.16.3 Personal Creations Personalized Books Product Market Performance
 - 10.16.4 Personal Creations Business Overview
 - 10.16.5 Personal Creations Recent Developments

11 PERSONALIZED BOOKS MARKET FORECAST BY REGION

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

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

- 12.1 Global Personalized Books Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of Personalized Books by Type (2026-2035)
 - 12.1.2 Global Personalized Books Market Size Forecast by Type (2026-2035)
 - 12.1.3 Global Forecasted Price of Personalized Books by Type (2026-2035)
- 12.2 Global Personalized Books Market Forecast by Application (2026-2035)
 - 12.2.1 Global Personalized Books Sales (K Units) Forecast by Application
 - 12.2.2 Global Personalized Books 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 Personalized Books Market Size by Type (M USD)
- Table 4. Global Personalized Books Market Size by Application
- Table 5. Personalized Books Market Size Comparison by Region (M USD)
- Table 6. Global Personalized Books Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global Personalized Books Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Personalized Books Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Personalized Books Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Personalized Books as of 2025)
- Table 11. Global Market Personalized Books Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Personalized Books 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. Personalized Books 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 Personalized Books Sales by Type (K Units)
- Table 27. Global Personalized Books Market Size by Type (M USD)
- Table 28. Global Personalized Books Sales (K Units) by Type (2020-2025)
- Table 29. Global Personalized Books Sales Market Share by Type (2020-2025)
- Table 30. Global Personalized Books Market Size (M USD) by Type (2020-2025)
- Table 31. Global Personalized Books Market Share by Type (2020-2025)

- Table 32. Global Personalized Books Price (USD/Unit) by Type (2020-2025)
- Table 33. Global Personalized Books Sales (K Units) by Application
- Table 34. Global Personalized Books Market Size by Application
- Table 35. Global Personalized Books Sales by Application (2020-2025) & (K Units)
- Table 36. Global Personalized Books Sales Market Share by Application (2020-2025)
- Table 37. Global Personalized Books Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Personalized Books Market Share by Application (2020-2025)
- Table 39. Global Personalized Books Sales Growth Rate by Application (2020-2025)
- Table 40. Global Personalized Books Sales by Region (2020-2025) & (K Units)
- Table 41. Global Personalized Books Sales Market Share by Region (2020-2025)
- Table 42. Global Personalized Books Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Personalized Books Market Size by Region (2020-2025)
- Table 44. North America Personalized Books Sales by Country (2020-2025) & (K Units)
- Table 45. North America Personalized Books Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Personalized Books Sales by Country (2020-2025) & (K Units)
- Table 47. Europe Personalized Books Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Personalized Books Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific Personalized Books Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Personalized Books Sales by Country (2020-2025) & (K Units)
- Table 51. South America Personalized Books Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Personalized Books Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa Personalized Books Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Personalized Books Production (K Units) by Region(2020-2025)
- Table 55. Global Personalized Books Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Personalized Books Revenue Market Share by Region (2020-2025)
- Table 57. Global Personalized Books Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America Personalized Books Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe Personalized Books Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan Personalized Books Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

- Table 61. China Personalized Books Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 62. LoveBook Basic Information
- Table 63. LoveBook Personalized Books Product Overview
- Table 64. LoveBook Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 65. LoveBook Business Overview
- Table 66. LoveBook SWOT Analysis
- Table 67. LoveBook Recent Developments
- Table 68. KD Novelties Basic Information
- Table 69. KD Novelties Personalized Books Product Overview
- Table 70. KD Novelties Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 71. KD Novelties Business Overview
- Table 72. KD Novelties SWOT Analysis
- Table 73. KD Novelties Recent Developments
- Table 74. NAMEE Basic Information
- Table 75. NAMEE Personalized Books Product Overview
- Table 76. NAMEE Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 77. NAMEE Business Overview
- Table 78. NAMEE SWOT Analysis
- Table 79. NAMEE Recent Developments
- Table 80. Wonderbly Basic Information
- Table 81. Wonderbly Personalized Books Product Overview
- Table 82. Wonderbly Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 83. Wonderbly Business Overview
- Table 84. Wonderbly Recent Developments
- Table 85. Imagitime Basic Information
- Table 86. Imagitime Personalized Books Product Overview
- Table 87. Imagitime Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 88. Imagitime Business Overview
- Table 89. Imagitime Recent Developments
- Table 90. Create-A-Book Basic Information
- Table 91. Create-A-Book Personalized Books Product Overview
- Table 92. Create-A-Book Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

- Table 93. Create-A-Book Business Overview
- Table 94. Create-A-Book Recent Developments
- Table 95. Pinhole Press Basic Information
- Table 96. Pinhole Press Personalized Books Product Overview
- Table 97. Pinhole Press Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. Pinhole Press Business Overview
- Table 99. Pinhole Press Recent Developments
- Table 100. Shutterfly Basic Information
- Table 101. Shutterfly Personalized Books Product Overview
- Table 102. Shutterfly Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. Shutterfly Business Overview
- Table 104. Shutterfly Recent Developments
- Table 105. Dinkleboo US Basic Information
- Table 106. Dinkleboo US Personalized Books Product Overview
- Table 107. Dinkleboo US Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. Dinkleboo US Business Overview
- Table 109. Dinkleboo US Recent Developments
- Table 110. Gelato Basic Information
- Table 111. Gelato Personalized Books Product Overview
- Table 112. Gelato Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 113. Gelato Business Overview
- Table 114. Gelato Recent Developments
- Table 115. Lillian Vernon Basic Information
- Table 116. Lillian Vernon Personalized Books Product Overview
- Table 117. Lillian Vernon Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 118. Lillian Vernon Business Overview
- Table 119. Lillian Vernon Recent Developments
- Table 120. Hooray Heroes Basic Information
- Table 121. Hooray Heroes Personalized Books Product Overview
- Table 122. Hooray Heroes Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 123. Hooray Heroes Business Overview
- Table 124. Hooray Heroes Recent Developments
- Table 125. libro Basic Information

- Table 126. libro Personalized Books Product Overview
- Table 127. libro Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 128. libro Business Overview
- Table 129. libro Recent Developments
- Table 130. Materlu Basic Information
- Table 131. Materlu Personalized Books Product Overview
- Table 132. Materlu Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 133. Materlu Business Overview
- Table 134. Materlu Recent Developments
- Table 135. Story Bug Basic Information
- Table 136. Story Bug Personalized Books Product Overview
- Table 137. Story Bug Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 138. Story Bug Business Overview
- Table 139. Story Bug Recent Developments
- Table 140. Personal Creations Basic Information
- Table 141. Personal Creations Personalized Books Product Overview
- Table 142. Personal Creations Personalized Books Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 143. Personal Creations Business Overview
- Table 144. Personal Creations Recent Developments
- Table 145. Global Personalized Books Sales Forecast by Region (2026-2035) & (K Units)
- Table 146. Global Personalized Books Market Size Forecast by Region (2026-2035) & (M USD)
- Table 147. North America Personalized Books Sales Forecast by Country (2026-2035) & (K Units)
- Table 148. North America Personalized Books Market Size Forecast by Country (2026-2035) & (M USD)
- Table 149. Europe Personalized Books Sales Forecast by Country (2026-2035) & (K Units)
- Table 150. Europe Personalized Books Market Size Forecast by Country (2026-2035) & (M USD)
- Table 151. Asia Pacific Personalized Books Sales Forecast by Region (2026-2035) & (K Units)
- Table 152. Asia Pacific Personalized Books Market Size Forecast by Region (2026-2035) & (M USD)

Table 153. South America Personalized Books Sales Forecast by Country (2026-2035) & (K Units)

Table 154. South America Personalized Books Market Size Forecast by Country (2026-2035) & (M USD)

Table 155. Middle East and Africa Personalized Books Sales Forecast by Country (2026-2035) & (Units)

Table 156. Middle East and Africa Personalized Books Market Size Forecast by Country (2026-2035) & (M USD)

Table 157. Global Personalized Books Sales Forecast by Type (2026-2035) & (K Units)

Table 158. Global Personalized Books Market Size Forecast by Type (2026-2035) & (M USD)

Table 159. Global Personalized Books Price Forecast by Type (2026-2035) & (USD/Unit)

Table 160. Global Personalized Books Sales (K Units) Forecast by Application (2026-2035)

Table 161. Global Personalized Books Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Personalized Books
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Personalized Books Market Size (M USD), 2025-2035
- Figure 5. Global Personalized Books Market Size (M USD) (2020-2035)
- Figure 6. Global Personalized Books 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. Personalized Books Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Personalized Books Product Life Cycle
- Figure 13. Personalized Books Sales Share by Manufacturers in 2025
- Figure 14. Global Personalized Books Revenue Share by Manufacturers in 2025
- Figure 15. Personalized Books Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Personalized Books Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Personalized Books Revenue in 2025
- Figure 18. Industry Chain Map of Personalized Books
- Figure 19. Global Personalized Books Market PEST Analysis
- Figure 20. Global Personalized Books 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 Personalized Books Market Share by Type
- Figure 27. Sales Market Share of Personalized Books by Type (2020-2025)
- Figure 28. Sales Market Share of Personalized Books by Type in 2025
- Figure 29. Market Share of Personalized Books by Type (2020-2025)
- Figure 30. Market Share of Personalized Books by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Personalized Books Market Share by Application

- Figure 33. Global Personalized Books Sales Market Share by Application (2020-2025)
- Figure 34. Global Personalized Books Sales Market Share by Application in 2025
- Figure 35. Global Personalized Books Market Share by Application (2020-2025)
- Figure 36. Global Personalized Books Market Share by Application in 2025
- Figure 37. Global Personalized Books Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Personalized Books Sales Market Share by Region (2020-2025)
- Figure 39. Global Personalized Books Market Size by Region (2020-2025)
- Figure 40. North America Personalized Books Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Personalized Books Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Personalized Books Sales Market Share by Country in 2024
- Figure 43. North America Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Personalized Books Market Size by Country in 2024
- Figure 45. U.S. Personalized Books Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Personalized Books Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Personalized Books Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Personalized Books Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Personalized Books Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Personalized Books Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Personalized Books Sales Market Share by Country in 2024
- Figure 53. Europe Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Personalized Books Market Size by Country in 2024
- Figure 55. Germany Personalized Books Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Personalized Books Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Personalized Books Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Personalized Books Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Personalized Books Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Personalized Books Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Personalized Books Sales Market Share by Region in 2024

Figure 67. Asia Pacific Personalized Books Market Size by Region in 2024

Figure 68. China Personalized Books Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Personalized Books Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Personalized Books Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Personalized Books Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Personalized Books Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Personalized Books Sales and Growth Rate (K Units)

Figure 79. South America Personalized Books Sales Market Share by Country in 2024

Figure 80. South America Personalized Books Market Size and Growth Rate (M USD)

Figure 81. South America Personalized Books Market Size by Country in 2024

Figure 82. Brazil Personalized Books Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Personalized Books Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Personalized Books Sales and Growth Rate (2020-2025) & (K Units)

- Figure 87. Columbia Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Personalized Books Sales and Growth Rate (K Units)
- Figure 89. Middle East and Africa Personalized Books Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Personalized Books Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Personalized Books Market Size by Region in 2024
- Figure 92. Saudi Arabia Personalized Books Sales and Growth Rate (2020-2025) & (K Units)
- Figure 93. Saudi Arabia Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 94. UAE Personalized Books Sales and Growth Rate (2020-2025) & (K Units)
- Figure 95. UAE Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 96. Egypt Personalized Books Sales and Growth Rate (2020-2025) & (K Units)
- Figure 97. Egypt Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 98. Nigeria Personalized Books Sales and Growth Rate (2020-2025) & (K Units)
- Figure 99. Nigeria Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 100. South Africa Personalized Books Sales and Growth Rate (2020-2025) & (K Units)
- Figure 101. South Africa Personalized Books Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 102. Global Personalized Books Production Market Share by Region (2020-2025)
- Figure 103. North America Personalized Books Production (K Units) Growth Rate (2020-2025)
- Figure 104. Europe Personalized Books Production (K Units) Growth Rate (2020-2025)
- Figure 105. Japan Personalized Books Production (K Units) Growth Rate (2020-2025)
- Figure 106. China Personalized Books Production (K Units) Growth Rate (2020-2025)
- Figure 107. Global Personalized Books Sales Forecast by Volume (2020-2035) & (K Units)
- Figure 108. Global Personalized Books Market Size Forecast by Value (2020-2035) & (M USD)
- Figure 109. Global Personalized Books Sales Market Share Forecast by Type (2026-2035)
- Figure 110. Global Personalized Books Market Share Forecast by Type (2026-2035)

Figure 111. Global Personalized Books Sales Forecast by Application (2026-2035)

Figure 112. Global Personalized Books Market Share Forecast by Application
(2026-2035)

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