

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

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Abstracts

Plastic Card Printers produce plastic cards used for a variety of applications including photo IDs, membership/loyalty cards, financial cards, badges and so on. The Plastic Card Printers market refers to the segment of the printing industry dedicated to the production of various types of plastic or card-based prints, such as identification cards, loyalty cards, access control cards, payment cards, and more. These printers use different printing technologies like dye-sublimation, thermal transfer, and laser printing to produce high-quality and durable card prints. The growing demand for personalization and secure identification cards in multiple industries is driving the growth of this market. Personalized card printing has become essential for several applications like employee IDs, membership cards, loyalty cards, and gift cards. The ability to customize cards with names, logos, and other personalized features is a significant driver for the card printer market. The increasing shift towards contactless payments, smart cards, and EMV chip cards (for secure financial transactions) has led to a surge in demand for Plastic Card Printers in the banking and financial sectors. Secure, durable, and customizable payment cards require specialized printing solutions, contributing to market growth. Continuous innovations in card printing technologies, such as dual-sided printing, UV printing, and high-resolution printing, have enhanced the quality and capabilities of Plastic Card Printers. These advancements make Plastic Card Printers more versatile and cost-effective, further expanding their applications. With the rise in security concerns, identity management systems, particularly in the government, education, and corporate sectors, are increasingly adopting Plastic Card Printers for producing secure IDs, access cards, and membership cards. This trend is also amplified by biometric systems and other advanced security technologies. The healthcare sector is increasingly using Plastic Card Printers to produce patient identification cards, health insurance cards, medical records on cards, and healthcare loyalty programs. The demand for highly secure, durable, and tamper-resistant cards in

healthcare has driven the growth of the card printer market.

The global Plastic Card Printers market size was estimated at USD 656.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.30% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Plastic 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 Plastic 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 Plastic Card Printers market.

Global Plastic 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
DASCOM
NBS Technologies
Pointman
Magicard
Swiftcolor
IDP
Matica Technologies
HiTi Digital
CIM USA
Seaory

Market Segmentation (by Type)

Direct-to-Card Printers
Retransfer Card Printers

Market Segmentation (by Application)

Commercial
Education
Government
Enterprise

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 Plastic Card Printers Market

Overview of the regional outlook of the Plastic 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 Plastic 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 Plastic 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 Plastic Card Printers
- 1.2 Key Market Segments
 - 1.2.1 Plastic Card Printers Segment by Type
 - 1.2.2 Plastic 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 PLASTIC CARD PRINTERS MARKET OVERVIEW

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

3 PLASTIC CARD PRINTERS MARKET COMPETITIVE LANDSCAPE

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

4 PLASTIC CARD PRINTERS INDUSTRY CHAIN ANALYSIS

- 4.1 Plastic 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 PLASTIC 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 Plastic 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 Plastic Card Printers Market
- 5.7 ESG Ratings of Leading Companies

6 PLASTIC CARD PRINTERS MARKET SEGMENTATION BY TYPE

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

7 PLASTIC CARD PRINTERS MARKET SEGMENTATION BY APPLICATION

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

7.4 Global Plastic Card Printers Sales Growth Rate by Application (2020-2025)

8 PLASTIC CARD PRINTERS MARKET SALES BY REGION

8.1 Global Plastic Card Printers Sales by Region

8.1.1 Global Plastic Card Printers Sales by Region

8.1.2 Global Plastic Card Printers Sales Market Share by Region

8.2 Global Plastic Card Printers Market Size by Region

8.2.1 Global Plastic Card Printers Market Size by Region

8.2.2 Global Plastic Card Printers Market Size by Region

8.3 North America

8.3.1 North America Plastic Card Printers Sales by Country

8.3.2 North America Plastic 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 Plastic Card Printers Sales by Country

8.4.2 Europe Plastic 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 Plastic Card Printers Sales by Region

8.5.2 Asia Pacific Plastic 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 Plastic Card Printers Sales by Country

8.6.2 South America Plastic 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 Plastic Card Printers Sales by Region
- 8.7.2 Middle East and Africa Plastic 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 PLASTIC CARD PRINTERS MARKET PRODUCTION BY REGION

- 9.1 Global Production of Plastic Card Printers by Region(2020-2025)
- 9.2 Global Plastic Card Printers Revenue Market Share by Region (2020-2025)
- 9.3 Global Plastic Card Printers Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Plastic Card Printers Production
 - 9.4.1 North America Plastic Card Printers Production Growth Rate (2020-2025)
 - 9.4.2 North America Plastic Card Printers Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Plastic Card Printers Production
 - 9.5.1 Europe Plastic Card Printers Production Growth Rate (2020-2025)
 - 9.5.2 Europe Plastic Card Printers Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Plastic Card Printers Production (2020-2025)
 - 9.6.1 Japan Plastic Card Printers Production Growth Rate (2020-2025)
 - 9.6.2 Japan Plastic Card Printers Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Plastic Card Printers Production (2020-2025)
 - 9.7.1 China Plastic Card Printers Production Growth Rate (2020-2025)
 - 9.7.2 China Plastic 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 Plastic Card Printers Product Overview
 - 10.1.3 Zebra Plastic 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 Plastic Card Printers Product Overview
 - 10.2.3 Entrust Datacard Plastic 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 Plastic Card Printers Product Overview
 - 10.3.3 HID Global Plastic 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 Plastic Card Printers Product Overview
 - 10.4.3 Evolis Plastic 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 Plastic Card Printers Product Overview
 - 10.5.3 Nisca Plastic Card Printers Product Market Performance
 - 10.5.4 Nisca Business Overview
 - 10.5.5 Nisca Recent Developments
- 10.6 DASCOT
 - 10.6.1 DASCOT Basic Information
 - 10.6.2 DASCOT Plastic Card Printers Product Overview
 - 10.6.3 DASCOT Plastic Card Printers Product Market Performance
 - 10.6.4 DASCOT Business Overview
 - 10.6.5 DASCOT Recent Developments
- 10.7 NBS Technologies
 - 10.7.1 NBS Technologies Basic Information
 - 10.7.2 NBS Technologies Plastic Card Printers Product Overview
 - 10.7.3 NBS Technologies Plastic Card Printers Product Market Performance
 - 10.7.4 NBS Technologies Business Overview
 - 10.7.5 NBS Technologies Recent Developments

10.8 Pointman

10.8.1 Pointman Basic Information

10.8.2 Pointman Plastic Card Printers Product Overview

10.8.3 Pointman Plastic Card Printers Product Market Performance

10.8.4 Pointman Business Overview

10.8.5 Pointman Recent Developments

10.9 Magicard

10.9.1 Magicard Basic Information

10.9.2 Magicard Plastic Card Printers Product Overview

10.9.3 Magicard Plastic Card Printers Product Market Performance

10.9.4 Magicard Business Overview

10.9.5 Magicard Recent Developments

10.10 Swiftcolor

10.10.1 Swiftcolor Basic Information

10.10.2 Swiftcolor Plastic Card Printers Product Overview

10.10.3 Swiftcolor Plastic Card Printers Product Market Performance

10.10.4 Swiftcolor Business Overview

10.10.5 Swiftcolor Recent Developments

10.11 IDP

10.11.1 IDP Basic Information

10.11.2 IDP Plastic Card Printers Product Overview

10.11.3 IDP Plastic Card Printers Product Market Performance

10.11.4 IDP Business Overview

10.11.5 IDP Recent Developments

10.12 Matica Technologies

10.12.1 Matica Technologies Basic Information

10.12.2 Matica Technologies Plastic Card Printers Product Overview

10.12.3 Matica Technologies Plastic Card Printers Product Market Performance

10.12.4 Matica Technologies Business Overview

10.12.5 Matica Technologies Recent Developments

10.13 HiTi Digital

10.13.1 HiTi Digital Basic Information

10.13.2 HiTi Digital Plastic Card Printers Product Overview

10.13.3 HiTi Digital Plastic Card Printers Product Market Performance

10.13.4 HiTi Digital Business Overview

10.13.5 HiTi Digital Recent Developments

10.14 CIM USA

10.14.1 CIM USA Basic Information

10.14.2 CIM USA Plastic Card Printers Product Overview

10.14.3 CIM USA Plastic Card Printers Product Market Performance

10.14.4 CIM USA Business Overview

10.14.5 CIM USA Recent Developments

10.15 Seatory

10.15.1 Seatory Basic Information

10.15.2 Seatory Plastic Card Printers Product Overview

10.15.3 Seatory Plastic Card Printers Product Market Performance

10.15.4 Seatory Business Overview

10.15.5 Seatory Recent Developments

11 PLASTIC CARD PRINTERS MARKET FORECAST BY REGION

11.1 Global Plastic Card Printers Market Size Forecast

11.2 Global Plastic Card Printers Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Plastic Card Printers Market Size Forecast by Country

11.2.3 Asia Pacific Plastic Card Printers Market Size Forecast by Region

11.2.4 South America Plastic Card Printers Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Plastic Card Printers by Country

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

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

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

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

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

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

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

12.2.2 Global Plastic 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 Plastic Card Printers Market Size by Type (M USD)
- Table 4. Global Plastic Card Printers Market Size by Application
- Table 5. Plastic Card Printers Market Size Comparison by Region (M USD)
- Table 6. Global Plastic Card Printers Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global Plastic Card Printers Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Plastic Card Printers Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Plastic Card Printers Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Plastic Card Printers as of 2025)
- Table 11. Global Market Plastic 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 Plastic 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. Plastic 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 Plastic Card Printers Sales by Type (K Units)
- Table 27. Global Plastic Card Printers Market Size by Type (M USD)
- Table 28. Global Plastic Card Printers Sales (K Units) by Type (2020-2025)
- Table 29. Global Plastic Card Printers Sales Market Share by Type (2020-2025)
- Table 30. Global Plastic Card Printers Market Size (M USD) by Type (2020-2025)
- Table 31. Global Plastic Card Printers Market Share by Type (2020-2025)

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

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

Table 61. China Plastic Card Printers Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. Zebra Basic Information

Table 63. Zebra Plastic Card Printers Product Overview

Table 64. Zebra Plastic 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 Plastic Card Printers Product Overview

Table 70. Entrust Datacard Plastic 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 Plastic Card Printers Product Overview

Table 76. HID Global Plastic 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 Plastic Card Printers Product Overview

Table 82. Evolis Plastic 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 Plastic Card Printers Product Overview

Table 87. Nisca Plastic 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. DASCOM Basic Information

Table 91. DASCOM Plastic Card Printers Product Overview

Table 92. DASCOM Plastic Card Printers Sales (K Units), Revenue (M USD), Price

- (USD/Unit) and Gross Margin (2020-2025)
- Table 93. DASCOM Business Overview
- Table 94. DASCOM Recent Developments
- Table 95. NBS Technologies Basic Information
- Table 96. NBS Technologies Plastic Card Printers Product Overview
- Table 97. NBS Technologies Plastic Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. NBS Technologies Business Overview
- Table 99. NBS Technologies Recent Developments
- Table 100. Pointman Basic Information
- Table 101. Pointman Plastic Card Printers Product Overview
- Table 102. Pointman Plastic Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. Pointman Business Overview
- Table 104. Pointman Recent Developments
- Table 105. Magicard Basic Information
- Table 106. Magicard Plastic Card Printers Product Overview
- Table 107. Magicard Plastic Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. Magicard Business Overview
- Table 109. Magicard Recent Developments
- Table 110. Swiftcolor Basic Information
- Table 111. Swiftcolor Plastic Card Printers Product Overview
- Table 112. Swiftcolor Plastic Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 113. Swiftcolor Business Overview
- Table 114. Swiftcolor Recent Developments
- Table 115. IDP Basic Information
- Table 116. IDP Plastic Card Printers Product Overview
- Table 117. IDP Plastic Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 118. IDP Business Overview
- Table 119. IDP Recent Developments
- Table 120. Matica Technologies Basic Information
- Table 121. Matica Technologies Plastic Card Printers Product Overview
- Table 122. Matica Technologies Plastic Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 123. Matica Technologies Business Overview
- Table 124. Matica Technologies Recent Developments

- Table 125. HiTi Digital Basic Information
- Table 126. HiTi Digital Plastic Card Printers Product Overview
- Table 127. HiTi Digital Plastic Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 128. HiTi Digital Business Overview
- Table 129. HiTi Digital Recent Developments
- Table 130. CIM USA Basic Information
- Table 131. CIM USA Plastic Card Printers Product Overview
- Table 132. CIM USA Plastic Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 133. CIM USA Business Overview
- Table 134. CIM USA Recent Developments
- Table 135. Seaory Basic Information
- Table 136. Seaory Plastic Card Printers Product Overview
- Table 137. Seaory Plastic Card Printers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 138. Seaory Business Overview
- Table 139. Seaory Recent Developments
- Table 140. Global Plastic Card Printers Sales Forecast by Region (2026-2035) & (K Units)
- Table 141. Global Plastic Card Printers Market Size Forecast by Region (2026-2035) & (M USD)
- Table 142. North America Plastic Card Printers Sales Forecast by Country (2026-2035) & (K Units)
- Table 143. North America Plastic Card Printers Market Size Forecast by Country (2026-2035) & (M USD)
- Table 144. Europe Plastic Card Printers Sales Forecast by Country (2026-2035) & (K Units)
- Table 145. Europe Plastic Card Printers Market Size Forecast by Country (2026-2035) & (M USD)
- Table 146. Asia Pacific Plastic Card Printers Sales Forecast by Region (2026-2035) & (K Units)
- Table 147. Asia Pacific Plastic Card Printers Market Size Forecast by Region (2026-2035) & (M USD)
- Table 148. South America Plastic Card Printers Sales Forecast by Country (2026-2035) & (K Units)
- Table 149. South America Plastic Card Printers Market Size Forecast by Country (2026-2035) & (M USD)
- Table 150. Middle East and Africa Plastic Card Printers Sales Forecast by Country

(2026-2035) & (Units)

Table 151. Middle East and Africa Plastic Card Printers Market Size Forecast by Country (2026-2035) & (M USD)

Table 152. Global Plastic Card Printers Sales Forecast by Type (2026-2035) & (K Units)

Table 153. Global Plastic Card Printers Market Size Forecast by Type (2026-2035) & (M USD)

Table 154. Global Plastic Card Printers Price Forecast by Type (2026-2035) & (USD/Unit)

Table 155. Global Plastic Card Printers Sales (K Units) Forecast by Application (2026-2035)

Table 156. Global Plastic Card Printers Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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