

# Global Photo Printing Market: Analysis By Type (Digital Printing And Film Printing), By Product (Photo Books, Photo Prints, Photo Albums, Photo Mugs, Photo Calendars, Photo Gifts, Wall Art, Gift Cards And Others) By Region Size And Trends With Impact Of COVID-19 And Forecast Up To 2028

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## Abstracts

The global photo printing market in 2022 was valued at US\$20.41 billion. The market value is projected to reach US\$29.19 billion by 2028. Photo (Photographic) printing is basically the reproduction of a finished photo on either paper or other media for viewing. Photo printing uses different methods to transfer photos to paper which is typically either inkjet or thermoplastic.

The market value is expected to grow at a CAGR of 6.14% during the forecast period of 2023-2028, with digital photo printing segment being the dominant type owing to rising adoption of photo printing products and services and shift towards variable data print and customization, and rising demand for premium packaging materials. The constant increase in the number of photos taken worldwide, particularly with Smartphones is one of the major drivers in the photo printing industry. Also, buyers increasingly prefer personalized gifting products. This has open gates for various photo products such as photo mugs, photo puzzles, photo clocks etc. Besides, the relentless desire to have a tangible object of would further augment the photo printing market as social networks are immaterial, and their emotional impact can be lower than that of a printed photo.

### Market Segmentation Analysis:

**By Type:** The report provides the bifurcation of the market into two segments based on

the type: digital photo printing and film photo printing. In 2022, in terms of value, digital photo printing segment held the major share in the market. Digital printing methods are designed to provide cost-effective, accurate, and short-run color printing within short time frame. The digital printing industry is expected to witness growth during the forecast period, owing to rapid adoption of laser and inkjet printing solution across packaging and paper sector due to flexible and cost-efficient feature.

**By Product:** The report provides the bifurcation of the market into into nine segments based on the product: photo books, photo prints, photo albums, mugs, calendars, photo gifts, wall art, gift cards and others. In 2022, photo books held the major share in the market, followed by photo prints. The demand for photo books is driven by various factors such as increase in the use of mobile devices for creating and ordering photo books. Additionally, there has been a rise in the popularity of personalized and custom photo books, as well as an increase in the use of advanced printing techniques such as lay-flat binding and foil stamping.

### **Market Dynamics:**

**Growth Drivers:** One of the most important factors impacting the global photo printing market is the shift towards the mobile-to-print channel fuelled by a high equipment rate, more photos taken with smartphones and the better quality of these photos owing to technological innovations. Furthermore, growing preference for personalized gifting products and increasing need for 3D images are influencing sellers for installing advanced technologies and inventive products. In addition to this, the market has been growing over the past few years, due to factors such as increasing number of photos taken, growing demand for 3D images and growing consumer income and many other factors.

**Challenges:** However, the market has been confronted with some challenges specifically, high cost of dye-sub printing and declining roll film market prices, etc.

**Trends:** The market is projected to grow at a fast pace during the forecast period, due to various latest trends such as proliferation of social media, growing focus on photo printing kiosk, increasing emphasis of e-commerce companies on online photo printing services etc. The trend of personalized gifting is boosted through the social media. Various photo gifts such as photo mugs, photo pillows, photo puzzles, etc. are usually displayed in an aesthetic way on social media. Besides, various small scale businesses have started their own ventures of photo gifts through their social media platforms. Furthermore, a number of e-commerce companies are focused on offering online photo

printing services, in order to expand their consumer base. Increasing emphasis of e-commerce companies on online photo printing services can provide major business opportunities.

#### Impact Analysis of COVID-19 and Way Forward:

The sudden global lockdown due to COVID 19 in the first quarter of 2020 caused irreparable losses for many printing companies. The printing sector did not grow smoothly throughout the quarantine, as this growth was unevenly distributed. Some companies printed more than usual, while others ceased to order print at all. In light of the quarantine, many companies switched to home offices, which further accelerated the trend toward going paperless from a business perspective (there were significantly fewer orders for envelopes, business cards, letterheads, binders, etc.). Since people had to stay home, they looked for distractions and spent money online.

#### Competitive Landscape:

Photo printing market is fragmented market. Mobile-to-print companies have been able to outpace the market growth rate over the past few years (high single-digit or double-digit growth), while website players have suffered (low single-digit growth).

The key players in the global photo printing market are:

Shutterfly, LLC

Cimpres plc

Walmart Inc. (Walmart Photo)

Photobox

Printique (Adorama)

Digitalab

Circle Graphics, Inc.

Cewe, Claranova S.E.

Moonpig Group plc

Picanova Group

Fujifilm Corporation

The web-to-print market is quite mature and concentrated already, with just a few players dominating the industry (Cimpress with Vistaprint, Shutterfly, CEWE and Photobox), While the mobile-to-print market is less mature and more fragmented with recent new entrants such as PlanetArt. This segment is expected to continue to fuel the sector growth in the years to come, surfing on increasing smartphone adoption and easy-to-use applications ?

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

- 2.1 Photo printing: An Overview
  - 2.1.1 Definition of Photo printing
- 2.2 Photo printing Segmentation: An Overview
  - 2.2.1 Photo printing Segmentation

### 3. GLOBAL MARKET ANALYSIS

- 3.1 Global Photo Printing Market: An Analysis
  - 3.1.1 Global Photo Printing Market: An Overview
  - 3.1.2 Global Photo Printing Market by Value
  - 3.1.3 Global Photo Printing Market by Type (Digital Printing And Film Printing)
  - 3.1.4 Global Photo Printing Market by Product (Photo Books, Photo Prints, Photo Albums, Photo Mugs, Photo Calendars, Photo Gifts, Wall Art, Gift Cards And Others)
  - 3.1.5 Global Photo Printing Market by Region (North America, Europe, Asia Pacific, Latin America and Middle East & Africa)
- 3.2 Global Photo Printing Market: Type Analysis
  - 3.2.1 Global Photo Printing Market by Type: An Overview
  - 3.2.2 Global Digital Photo Printing Market by Value
  - 3.2.3 Global Film Photo Printing Market by Value
- 3.3 Global Photo Printing Market: Product Analysis
  - 3.3.1 Global Photo Printing Market By Product: An Overview
  - 3.3.2 Global Photo Book Market By Value
  - 3.3.3 Global Photo Print Market By Value
  - 3.3.4 Global Photo Album Market By Value
  - 3.3.5 Global Photo Mug Market By Value
  - 3.3.6 Global Photo Calendar Market By Value
  - 3.3.7 Global Photo Gifts Market By Value
  - 3.3.8 Global Wall Art Market By Value
  - 3.3.9 Global Gift Card Market By Value
  - 3.3.10 Global Other Photo Printing Market By Value

### 4. REGIONAL MARKET ANALYSIS

- 4.1 North America Photo Printing Market: An Analysis
  - 4.1.1 North America Photo Printing Market: An Overview
  - 4.1.2 North America Photo Printing Market by Value
  - 4.1.3 North America Photo Printing Market by Region (The US, Mexico, and Canada)
  - 4.1.4 The US Photo Printing Market by Value
  - 4.1.5 Canada Photo Printing Market by Value
  - 4.1.6 Mexico Photo Printing Market by Value
- 4.2 Europe Photo Printing Market: An Analysis
  - 4.2.1 Europe Photo Printing Market: An Overview
  - 4.2.2 Europe Photo Printing Market by Value
  - 4.2.3 Europe Photo Printing Market by Region (UK, Germany, France, Italy, Spain and Rest of Europe)
  - 4.2.4 Germany Photo Printing Market by Value
  - 4.2.5 United Kingdom Photo Printing Market by Value
  - 4.2.6 Italy Photo Printing Market by Value
  - 4.2.7 France Photo Printing Market by Value
  - 4.2.8 Spain Photo Printing Market by Value
  - 4.2.9 Rest of Europe Photo Printing Market by Value
- 4.3 Asia Pacific Photo Printing Market: An Analysis
  - 4.3.1 Asia Pacific Photo Printing Market: An Overview
  - 4.3.2 Asia Pacific Photo Printing Market by Value
  - 4.3.3 Asia Pacific Photo Printing Market by Region (China, Japan, India, South Korea and Rest of Asia Pacific)
  - 4.3.4 China Photo Printing Market by Value
  - 4.3.5 Japan Photo Printing Market by Value
  - 4.3.6 India Photo Printing Market by Value
  - 4.3.7 South Korea Photo Printing Market by Value
  - 4.3.8 Rest of Asia Pacific Photo Printing Market by Value
- 4.4 Latin America Photo Printing Market: An Analysis
  - 4.4.1 Latin America Photo Printing Market: An Overview
  - 4.4.2 Latin America Photo Printing Market by Value
- 4.5 Middle East & Africa Photo Printing Market: An Analysis
  - 4.5.1 Middle East & Africa Photo Printing Market: An Overview
  - 4.5.2 Middle East & Africa Photo Printing Market by Value

## **5. IMPACT OF COVID-19**

- 5.1 Impact of COVID-19
  - 5.1.1 Impact of COVID-19 on Photo Printing Market

### 5.1.2 Post COVID-19 Impact on Photo Printing Market

## 6. MARKET DYNAMICS

### 6.1 Growth Drivers

- 6.1.1 Increasing Number Of Photos Taken
- 6.1.2 Shift Towards The Mobile-to-print Channel
- 6.1.3 Expanding Personalized Gift Market
- 6.1.4 Growing Demand For 3D Images
- 6.1.5 Growing Consumer Income

### 6.2 Challenges

- 6.2.1 High Cost Of Dye-sub Printing
- 6.2.2 Declining Roll Film Market

### 6.3 Market Trends

- 6.3.1 Proliferation of Social Media
- 6.3.2 Growing Focus On Photo Printing Kiosk
- 6.3.3 Increasing Emphasis Of E-commerce Companies On Online Photo Printing

### Services

- 6.3.4 AI Based Photo Books
- 6.3.5 Metal Prints

## 7. COMPETITIVE LANDSCAPE

### 7.1 Global Photo Printing Market Players: Competitive Landscape

### 7.2 Global Photo Printing Market Players: Key Comparison

## 8. COMPANY PROFILES

### 8.1 Shutterfly, LLC

- 8.1.1 Business Overview
- 8.1.2 Business Strategy

### 8.2 Cimpres plc

- 8.2.1 Business Overview
- 8.2.2 Business Segments

### 8.3 Walmart Inc. (Walmart Photo)

- 8.3.1 Business Overview
- 8.3.2 Business Segment
- 8.3.3 Business Strategy

### 8.4 Photobox (albelli-Photobox Group)

- 8.4.1 Business Overview
- 8.5 Printique (Adorama)
  - 8.5.1 Business Overview
- 8.6 Digitalab
  - 8.6.1 Business Overview
- 8.7 Circle Graphics, Inc. (Bay Photo)
  - 8.7.1 Business Overview
- 8.8 Cewe
  - 8.8.1 Business Overview
- 8.9 Claranova S.E.
  - 8.9.1 Business Overview
  - 8.9.2 Business Segments
  - 8.9.3 Business Strategy
- 8.10 Moonpig Group plc
  - 8.10.1 Business Overview
  - 8.10.2 Business Segments
  - 8.10.3 Business Strategy
- 8.11 Picanova Group
  - 8.11.1 Business Overview
  - 8.11.2 Business Strategy
- 8.12 Fujifilm Corporation
  - 8.12.1 Business Overview
  - 8.12.2 Business Segments
  - 8.12.3 Business Strategy



## List Of Figures

### LIST OF FIGURES

- Figure 1: Applications of Photo Printing
- Figure 2: Photo Printing Segmentation
- Figure 3: Global Photo Printing Market by Value; 2018-2022 (US\$ Billion)
- Figure 4: Global Photo Printing Market by Value; 2023-2028 (US\$ Billion)
- Figure 5: Global Photo Printing Market by Type; 2022 (Percentage, %)
- Figure 6: Global Photo Printing Market by Product; 2022 (Percentage, %)
- Figure 7: Global Photo Printing Market by Region; 2022 (Percentage, %)
- Figure 8: Global Digital Photo Printing Market by Value; 2018-2022 (US\$ Billion)
- Figure 9: Global Digital Photo Printing Market by Value; 2023-2028 (US\$ Billion)
- Figure 10: Global Film Photo Printing Market by Value; 2018-2022 (US\$ Billion)
- Figure 11: Global Film Photo Printing Market by Value; 2023-2028 (US\$ Billion)
- Figure 12: Global Photo Book Market By Value; 2018-2022 (US\$ Billion)
- Figure 13: Global Photo Book Market By Value; 2023-2028 (US\$ Billion)
- Figure 14: Global Photo Print Market By Value; 2018-2022 (US\$ Billion)
- Figure 15: Global Photo Print Market By Value; 2023-2028 (US\$ Billion)
- Figure 16: Global Photo Album Market By Value; 2018-2022 (US\$ Billion)
- Figure 17: Global Photo Album Market By Value; 2023-2028 (US\$ Billion)
- Figure 18: Global Photo Mug Market By Value; 2018-2022 (US\$ Billion)
- Figure 19: Global Photo Mug Market By Value; 2023-2028 (US\$ Billion)
- Figure 20: Global Photo Calendar Market By Value; 2018-2022 (US\$ Billion)
- Figure 21: Global Photo Calendar Market By Value; 2023-2028 (US\$ Billion)
- Figure 22: Global Photo Gifts Market By Value; 2018-2022 (US\$ Billion)
- Figure 23: Global Photo Gifts Market By Value; 2023-2028 (US\$ Billion)
- Figure 24: Global Wall Art Market By Value; 2018-2022 (US\$ Million)
- Figure 25: Global Wall Art Market By Value; 2023-2028 (US\$ Billion)
- Figure 26: Global Gift Card Market By Value; 2018-2022 (US\$ Million)
- Figure 27: Global Gift Card Market By Value; 2023-2028 (US\$ Million)
- Figure 28: Global Other Photo Printing Market By Value; 2018-2022 (US\$ Million)
- Figure 29: Global Other Photo Printing Market By Value; 2023-2028 (US\$ Million)
- Figure 30: North America Photo Printing Market by Value; 2018-2022 (US\$ Billion)
- Figure 31: North America Photo Printing Market by Value; 2023-2028 (US\$ Billion)
- Figure 32: North America Photo Printing Market by Region; 2022 (Percentage, %)
- Figure 33: The US Photo Printing Market by Value; 2018-2022 (US\$ Billion)
- Figure 34: The US Photo Printing Market by Value; 2023-2028 (US\$ Billion)
- Figure 35: Canada Photo Printing Market by Value; 2018-2022 (US\$ Million)

- Figure 36: Canada Photo Printing Market by Value; 2023-2028 (US\$ Million)
- Figure 37: Mexico Photo Printing Market by Value; 2018-2022 (US\$ Million)
- Figure 38: Mexico Photo Printing Market by Value; 2023-2028 (US\$ Million)
- Figure 39: Europe Photo Printing Market by Value; 2018-2022 (US\$ Billion)
- Figure 40: Europe Photo Printing Market by Value; 2023-2028 (US\$ Billion)
- Figure 41: Europe Photo Printing Market by Region; 2022 (Percentage, %)
- Figure 42: Germany Photo Printing Market by Value; 2018-2022 (US\$ Billion)
- Figure 43: Germany Photo Printing Market by Value; 2023-2028 (US\$ Billion)
- Figure 44: United Kingdom Photo Printing Market by Value; 2018-2022 (US\$ Million)
- Figure 45: United Kingdom Photo Printing Market by Value; 2023-2028 (US\$ Million)
- Figure 46: Italy Photo Printing Market by Value; 2018-2022 (US\$ Million)
- Figure 47: Italy Photo Printing Market by Value; 2023-2028 (US\$ Million)
- Figure 48: France Photo Printing Market by Value; 2018-2022 (US\$ Million)
- Figure 49: France Photo Printing Market by Value; 2023-2028 (US\$ Million)
- Figure 50: Spain Photo Printing Market by Value; 2018-2022 (US\$ Million)
- Figure 51: Spain Photo Printing Market by Value; 2023-2028 (US\$ Million)
- Figure 52: Rest of Europe Photo Printing Market by Value; 2018-2022 (US\$ Billion)
- Figure 53: Rest of Europe Photo Printing Market by Value; 2023-2028 (US\$ Billion)
- Figure 54: Asia Pacific Photo Printing Market by Value; 2018-2022 (US\$ Billion)
- Figure 55: Asia Pacific Photo Printing Market by Value; 2023-2028 (US\$ Billion)
- Figure 56: Asia Pacific Photo Printing Market by Region; 2022 (Percentage, %)
- Figure 57: China Photo Printing Market by Value, 2018-2022 (US\$ Billion)
- Figure 58: China Photo Printing Market by Value; 2023-2028 (US\$ Billion)
- Figure 59: Japan Photo Printing Market by Value, 2018-2022 (US\$ Billion)
- Figure 60: Japan Photo Printing Market by Value; 2023-2028 (US\$ Billion)
- Figure 61: India Photo Printing Market by Value, 2018-2022 (US\$ Million)
- Figure 62: India Photo Printing Market by Value; 2023-2028 (US\$ Million)
- Figure 63: South Korea Photo Printing Market by Value, 2018-2022 (US\$ Million)
- Figure 64: South Korea Photo Printing Market by Value; 2023-2028 (US\$ Million)
- Figure 65: Rest of Asia Pacific Photo Printing Market by Value, 2018-2022 (US\$ Million)
- Figure 66: Rest of Asia Pacific Photo Printing Market by Value; 2023-2028 (US\$ Million)
- Figure 67: Latin America Photo Printing Market by Value; 2018-2022 (US\$ Billion)
- Figure 68: Latin America Photo Printing Market by Value; 2023-2028 (US\$ Billion)
- Figure 69: Middle East & Africa Photo Printing Market by Value; 2018-2022 (US\$ Million)
- Figure 70: Middle East & Africa Photo Printing Market by Value; 2023-2028 (US\$ Billion)
- Figure 71: Global Number Of Photos Taken; 2020-2023 (Trillion)
- Figure 72: Global Photos Taken By Device; 2021-2023 (Percentage, %)

Figure 73: Global Personalized Gifts Market; 2021-2026 (US\$ Billion)

Figure 74: Global 3D Printing Products And Services Market; 2020-2026 (US\$ Billion)

Figure 75: Global GNI per capita; 2017-2021 (US\$ Million)

Figure 76: Global Social Media Users; October 2020-October 2022 (Billion)

Figure 77: Cimpres plc Total Revenue by Business Segments; 2022 (Percentage, %)

Figure 78: Walmart Inc. (Walmart Photo) Net Sales by Business Segment; 2022  
(Percentage, %)

Figure 79: Claranova S.E. Turnover by Business Segments; 2022 (Percentage, %)

Figure 80: Moonpig Group plc Revenue by Business Segments; 2022 (Percentage, %)

Figure 81: Fujifilm Corporation Net Sales by Business Segments; 2021 (Percentage, %)

Table 1: Global Photo Printing Market Players : Key Comparison; 2021

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