

# Global Personal Die Cutting Machine Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Personal Die Cutting Machine market size will reach 1,623.54 Million USD in 2025 and is projected to reach 3,305.38 Million USD by 2032, with a CAGR of 10.69% (2025-2032). Notably, the China Personal Die Cutting Machine market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

A personal die-cutting machine is a compact and user-friendly device used for precisely cutting various materials, such as paper, cardstock, fabric, and vinyl, into specific shapes or designs. This machine operates by employing dies or cutting templates that, when pressed onto the material and passed through the machine, create the desired shapes. Commonly used in crafting, scrapbooking, and DIY projects, these machines offer a versatile and efficient way to create custom designs, decorations, and embellishments, enabling users to personalize their projects with intricate and precise cuts without the need for scissors or other manual cutting tools.

The major global manufacturers of Personal Die Cutting Machine include Cricut, Brother, Silhouette, Sizzix, Crafter's Companion, Silver Bullet, Pazzles, Craftwell, KNK, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable

market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Personal Die Cutting Machine. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Personal Die Cutting Machine market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Personal Die Cutting Machine market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Personal Die Cutting Machine industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Personal Die Cutting Machine Include:

Cricut

Brother

Silhouette

Sizzix

Crafter's Companion

Silver Bullet

Pazzles

Craftwell

KNK

Personal Die Cutting Machine Product Segment Include:

No built-in Bluetooth

Built-in Bluetooth

Personal Die Cutting Machine Product Application Include:

Residential

Commercial

## **Chapter Scope**

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