

# Global Soft Signage Printer Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Soft Signage Printer market size will reach 544.96 Million USD in 2025 and is projected to reach 821.04 Million USD by 2032, with a CAGR of 6.03% (2025-2032). Notably, the China Soft Signage Printer 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 soft signage printer is a specialized digital printing machine designed to produce vibrant, high-quality graphics on flexible materials such as fabric, textiles, and banners for use in various advertising and display applications. Unlike traditional rigid signage, soft signage allows for lightweight, portable, and easily transportable displays that can be used in a wide range of settings, including trade shows, retail environments, and event promotions. These printers typically utilize dye-sublimation or eco-solvent printing technologies to achieve rich colors, sharp images, and durable prints that are resistant to fading and wear. Soft signage printers often come equipped with advanced features such as high-speed printing, multiple ink configurations, and the ability to handle various fabric types, enabling businesses to create customized signage solutions that enhance visual appeal and effectively communicate branding messages. The versatility and aesthetic qualities of soft signage make it an increasingly popular choice for marketers and designers looking to create engaging and impactful displays.

The major global manufacturers of Soft Signage Printer include AGFA, Electronics For

Imaging, Colorjet Group, Epson, Durst Image Technology, Roland DG, 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 Soft Signage Printer. 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 Soft Signage Printer 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 Soft Signage Printer 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 Soft Signage Printer 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 Soft Signage Printer Include:

AGFA

Electronics For Imaging

Colorjet Group

Epson

Durst Image Technology

Roland DG

Soft Signage Printer Product Segment Include:

?300 Square Meters/Hour

300-500?Square Meters/Hour?

?500 Square Meters/Hour

Soft Signage Printer Product Application Include:

Fabric

Transfer Paper

Others

## **Chapter Scope**

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Soft Signage Printer Capacity and Production Analysis

Chapter 3: Global Soft Signage Printer Industry PESTEL Analysis

Chapter 4: Global Soft Signage Printer Industry Porter's Five Forces Analysis

Chapter 5: Global Soft Signage Printer Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 6: Global Soft Signage Printer Market Size and Forecast by Type and Application Analysis

Chapter 7: North America Soft Signage Printer Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: Europe Soft Signage Printer Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: China Soft Signage Printer Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: APAC (Excl. China) Soft Signage Printer Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Latin America Soft Signage Printer Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Middle East and Africa Soft Signage Printer Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 13: Global Soft Signage Printer Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 14: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 15: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 16: Research Findings and Conclusion

Chapter 17: Methodology and Data Sources

## Contents

### **1 SOFT SIGNAGE PRINTER MARKET OVERVIEW**

1.1 Product Definition and Statistical Scope

1.2 Soft Signage Printer Product by Type

1.2.1

## List Of Tables

### LIST OF TABLES

Table 1: Global Soft Signage Printer Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Soft Signage Printer Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Soft Signage Printer Industry Development Status

Table 4: Soft Signage Printer Industry Development Trends

Table 5: Global Soft Signage Printer Production Growth Rate (CAGR) by Region: 2024 VS 2025 VS 2032 (Units)

Table 6: Global Soft Signage Printer Production by Region (2020-2025) & (Units)

Table 7: Global Soft Signage Printer Production Forecast by Region (2026-2032) & (Units)

Table 8: Global Soft Signage Printer Production Market Share by Region (2020-2025)

Table 9: Global Soft Signage Printer Production Market Share by Region (2026-2032)

Table 10: Global Soft Signage Printer Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 11: Global Soft Signage Printer Revenue by Region (2020-2025) & (US\$ Million)

Table 12: Global Soft Signage Printer Revenue Market Share by Region (2020-2025)

Table 13: Global Soft Signage Printer Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 14: Global Soft Signage Printer Revenue Market Share Forecast by Region (2026-2032)

Table 15: Global Soft Signage Printer Sales by Region (2020-2025) & (Units)

Table 16: Global Soft Signage Printer Sales Market Share by Region (2020-2025)

Table 17: Global Soft Signage Printer Sales Forecast by Region (2026-2032) & (Units)

Table 18: Global Soft Signage Printer Sales Market Share Forecast by Region (2026-2032)

Table 19: Global Soft Signage Printer Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 20: Global Soft Signage Printer Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 21: Global Soft Signage Printer Sales Analysis by Type (2020-2025) & (Units)

Table 22: Global Soft Signage Printer Sales Analysis Forecast by Type (2026-2032) & (Units)

Table 23: Global Soft Signage Printer Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 24: Global Soft Signage Printer Revenue Analysis Forecast by Application

(2026-2032) & (US\$ Million)

Table 25: Global Soft Signage Printer Sales Analysis by Application (2020-2025) & (Units)

Table 26: Global Soft Signage Printer Sales Analysis Forecast by Application (2026-2032) & (Units)

Table 27: Key Soft Signage Printer Players in North America

Table 28: North America Soft Signage Printer Sales by Type (2020-2025) & (Units)

Table 29: North America Soft Signage Printer Sales by Type (2026-2032) & (Units)

Table 30: North America Soft Signage Printer Revenue by Type (2020-2025) & (US\$ Million)

Table 31: North America Soft Signage Printer Revenue by Type (2026-2032) & (US\$ Million)

Table 32: North America Soft Signage Printer Sales by Application (2020-2025) & (Units)

Table 33: North America Soft Signage Printer Sales by Application (2026-2032) & (Units)

Table 34: North America Soft Signage Printer Revenue by Application (2020-2025) & (US\$ Million)

Table 35: North America Soft Signage Printer Revenue by Application (2026-2032) & (US\$ Million)

Table 36: North America Soft Signage Printer Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 37: North America Soft Signage Printer Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 38: North America Soft Signage Printer Sales Market Size by Country (2020-2025) & (Units)

Table 39: North America Soft Signage Printer Sales Market Size by Country (2026-2032) & (Units)

Table 40: Key Soft Signage Printer Players in Europe

Table 41: Europe Soft Signage Printer Sales by Type (2020-2025) & (Units)

Table 42: Europe Soft Signage Printer Sales by Type (2026-2032) & (Units)

Table 43: Europe Soft Signage Printer Revenue by Type (2020-2025) & (US\$ Million)

Table 44: Europe Soft Signage Printer Revenue by Type (2026-2032) & (US\$ Million)

Table 45: Europe Soft Signage Printer Sales by Application (2020-2025) & (Units)

Table 46: Europe Soft Signage Printer Sales by Application (2026-2032) & (Units)

Table 47: Europe Soft Signage Printer Revenue by Application (2020-2025) & (US\$ Million)

Table 48: Europe Soft Signage Printer Revenue by Application (2026-2032) & (US\$ Million)

Table 49: Europe Soft Signage Printer Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 50: Europe Soft Signage Printer Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 51: Europe Soft Signage Printer Sales Market Size by Country (2020-2025) & (Units)

Table 52: Europe Soft Signage Printer Sales Market Size Forecast by Country (2026-2032) & (Units)

Table 53: Key Soft Signage Printer Players in China

Table 54: China Soft Signage Printer Sales by Type (2020-2025) & (Units)

Table 55: China Soft Signage Printer Sales by Type (2026-2032) & (Units)

Table 56: China Soft Signage Printer Revenue by Type (2020-2025) & (US\$ Million)

Table 57: China Soft Signage Printer Revenue by Type (2026-2032) & (US\$ Million)

Table 58: China Soft Signage Printer Sales by Application (2020-2025) & (Units)

Table 59: China Soft Signage Printer Sales by Application (2026-2032) & (Units)

Table 60: China Soft Signage Printer Revenue by Application (2020-2025) & (US\$ Million)

Table 61: China Soft Signage Printer Revenue by Application (2026-2032) & (US\$ Million)

Table 62: Key Soft Signage Printer Players in APAC (excl. China)

Table 63: APAC (excl. China) Soft Signage Printer Sales by Type (2020-2025) & (Units)

Table 64: APAC (excl. China) Soft Signage Printer Sales by Type (2026-2032) & (Units)

Table 65: APAC (excl. China) Soft Signage Printer Revenue by Type (2020-2025) & (US\$ Million)

Table 66: APAC (excl. China) Soft Signage Printer Revenue by Type (2026-2032) & (US\$ Million)

Table 67: APAC (excl. China) Soft Signage Printer Sales by Application (2020-2025) & (Units)

Table 68: APAC (excl. China) Soft Signage Printer Sales by Application (2026-2032) & (Units)

Table 69: APAC (excl. China) Soft Signage Printer Revenue by Application (2020-2025) & (US\$ Million)

Table 70: APAC (excl. China) Soft Signage Printer Revenue by Application (2026-2032) & (US\$ Million)

Table 71: APAC (excl. China) Soft Signage Printer Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 72: APAC (excl. China) Soft Signage Printer Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 73: APAC (excl. China) Soft Signage Printer Sales Market Size by Country

(2020-2025) & (Units)

Table 74: APAC (excl. China) Soft Signage Printer Sales Market Size Forecast by Country (2026-2032) & (Units)

Table 75: Key Soft Signage Printer Players in Latin America

Table 76: Latin America Soft Signage Printer Sales by Type (2020-2025) & (Units)

Table 77: Latin America Soft Signage Printer Sales by Type (2026-2032) & (Units)

Table 78: Latin America Soft Signage Printer Revenue by Type (2020-2025) & (US\$ Million)

Table 79: Latin America Soft Signage Printer Revenue by Type (2026-2032) & (US\$ Million)

Table 80: Latin America Soft Signage Printer Sales by Application (2020-2025) & (Units)

Table 81: Latin America Soft Signage Printer Sales by Application (2026-2032) & (Units)

Table 82: Latin America Soft Signage Printer Revenue by Application (2020-2025) & (US\$ Million)

Table 83: Latin America Soft Signage Printer Revenue by Application (2026-2032) & (US\$ Million)

Table 84: Latin America Soft Signage Printer Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 85: Latin America Soft Signage Printer Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 86: Latin America Soft Signage Printer Sales Market Size by Country (2020-2025) & (Units)

Table 87: Latin America Soft Signage Printer Sales Market Size Forecast by Country (2026-2032) & (Units)

Table 88: Key Soft Signage Printer Players in Middle East & Africa

Table 89: Middle East & Africa Soft Signage Printer Sales by Type (2020-2025) & (Units)

Table 90: Middle East & Africa Soft Signage Printer Sales by Type (2026-2032) & (Units)

Table 91: Middle East & Africa Soft Signage Printer Revenue by Type (2020-2025) & (US\$ Million)

Table 92: Middle East & Africa Soft Signage Printer Revenue by Type (2026-2032) & (US\$ Million)

Table 93: Middle East & Africa Soft Signage Printer Sales by Application (2020-2025) & (Units)

Table 94: Middle East & Africa Soft Signage Printer Sales by Application (2026-2032) & (Units)

Table 95: Middle East & Africa Soft Signage Printer Revenue by Application (2020-2025) & (US\$ Million)

- Table 96: Middle East & Africa Soft Signage Printer Revenue by Application (2026-2032) & (US\$ Million)
- Table 97: Middle East & Africa Soft Signage Printer Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 98: Middle East & Africa Soft Signage Printer Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)
- Table 99: Middle East & Africa Soft Signage Printer Sales Market Size by Country (2020-2025) & (Units)
- Table 100: Middle East & Africa Soft Signage Printer Sales Market Size Forecast by Country (2026-2032) & (Units)
- Table 101: Global Soft Signage Printer Market Sales by Key Manufacturers (2021-2025) & (Units)
- Table 102: Global Soft Signage Printer Sales Market Share by Key Manufacturers (2021-2025)
- Table 103: Global Soft Signage Printer Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)
- Table 104: Global Soft Signage Printer Revenue Market Share by Key Manufacturers (2021-2025)
- Table 105: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Unit)
- Table 106: Global Key Manufacturers Headquarter Location and Key Area Sales
- Table 107: Market Mergers & Acquisitions, Expansion
- Table 108: AGFA Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 109: AGFA Soft Signage Printer Product Portfolio
- Table 110: AGFA Soft Signage Printer Revenue (US\$ Million), Sales (Units), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 111: Electronics For Imaging Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 112: Electronics For Imaging Soft Signage Printer Product Portfolio
- Table 113: Electronics For Imaging Soft Signage Printer Revenue (US\$ Million), Sales (Units), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 114: Colorjet Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 115: Colorjet Group Soft Signage Printer Product Portfolio
- Table 116: Colorjet Group Soft Signage Printer Revenue (US\$ Million), Sales (Units), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 117: Epson Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 118: Epson Soft Signage Printer Product Portfolio

Table 119: Epson Soft Signage Printer Revenue (US\$ Million), Sales (Units), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 120: Durst Image Technology Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 121: Durst Image Technology Soft Signage Printer Product Portfolio

Table 122: Durst Image Technology Soft Signage Printer Revenue (US\$ Million), Sales (Units), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 123: Roland DG Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 124: Roland DG Soft Signage Printer Product Portfolio

Table 125: Roland DG Soft Signage Printer Revenue (US\$ Million), Sales (Units), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 126: Upstream Key Raw Material Price List

Table 127: Soft Signage Printer Raw Material Suppliers and Contact Information

Table 128: Soft Signage Printer Typical Customer List

Table 129: Soft Signage Printer Distributors List

## List Of Figures

### LIST OF FIGURES

Figure 1: Soft Signage Printer Product Pictures

Figure 2:

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