

# Global Photo Printing Market 2024

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## Abstracts

The photo printing market encompasses an array of printing devices and services, accessible through various channels including retail outlets, online platforms, and instant kiosks. This market is characterized by its dynamic nature, propelled by evolving consumer preferences and rapid technological advancements in digital printing. The competitive landscape is diverse, featuring standalone kiosks, chain discount stores, and numerous retail channels that offer a wide range of prints and products at competitive prices. Major players in the photo printing industry also provide additional services such as professional photo editing, photography services, custom borders, and a selection of paper designs, styles, and textures to cater to the specific needs of their clientele.

In 2023, the printing device segment of the market is valued at USD 11.8 billion, with projections indicating growth to USD 18.1 billion by 2029, reflecting a Compound Annual Growth Rate (CAGR) of 6.3%. Desktop photo printers, representing the largest share within this segment, are renowned for their high-quality photo output. This category includes a variety of professional photo printers, such as laser printers, solid ink printers, LED printers, business inkjet printers, home inkjet printers, multifunction printers, dot matrix printers, and 3D printers. Notable models include Epson's Expression Premium and EcoTank Photo Series, along with the Canon PIXMA series, which are celebrated for their expansive color palettes and precise color reproduction, enhancing the vibrancy and life of images. These printers are widely utilized by photography enthusiasts, commercial printing companies, and service bureaus. However, the high costs associated with these printers, coupled with the increasing prevalence of mobile phone usage, pose challenges to market growth. Despite these challenges, the rising demand for printed merchandise is anticipated to fuel market expansion.

The online distribution channel segment is estimated at USD 9.5 billion in 2023, with

expectations to reach USD 14.8 billion by 2029, achieving a CAGR of 6.5%. Online stores have emerged as a significant sales channel, encompassing the sale of photo products and printing services via company websites or mobile-based applications. This segment is expected to capture a considerable market share during the forecast period, offering products at lower prices and utilizing digital networks for promotional discounts. The online platform facilitates access to a vast array of domestic and international printer brands and service providers, thereby enhancing market potential. Popular online stores in the photo printing domain include Amazon Prints, Printique, and Snapfish, among others. The convenience and operational cost savings offered by online platforms are poised to drive their growth globally in the forthcoming years. The emergence of various domestic online photo printing service providers presents a promising growth opportunity for the online segment.

In the geographical analysis, the North America segment is valued at USD 6.8 billion in 2023 and is projected to grow to USD 10.4 billion by 2029, registering a CAGR of 6.2%. The region is expected to experience rapid growth, particularly in Canada and the United States, driven by an increase in photo gifting and personalized printed merchandise. The United States, in particular, is anticipated to lead the North American market, thanks to the presence of numerous key players such as Fujifilm Corporation, Bay Photo Lab, Nations Photo Lab, Walgreens Co., Snapfish, Mpix, Shutterfly, Inc., and Walmart Photo, alongside the burgeoning e-commerce industry.

This comprehensive industry report provides market estimates and forecasts, accompanied by a detailed examination of the type, distribution channel, and region aspects. It delivers a quantitative analysis of the market, empowering stakeholders to leverage existing market opportunities. Furthermore, the report identifies key segments for potential opportunities and strategies, drawing insights from market trends and the approaches of leading competitors.

The global baby bottle market has been extensively analyzed by categorizing it according to various sub-segments in order to provide accurate forecasts of industry size and assess trends within specific areas.

The global market for photo printing can be segmented by type: printing device, printing services. Printing device was the largest revenue contributor to the global photo printing market, representing 65.3% of the market in 2023. During the forecast period, the printing device segment is projected to witness the highest growth rate.

Photo printing market is further segmented by distribution channel: retail, online, instant

kiosk. Online was the largest revenue contributor to the global photo printing market, representing 52.7% of the market in 2023. During the forecast period, the online segment is projected to witness the highest growth rate.

Based on region, the photo printing market is segmented into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. North America was the highest contributor to the global photo printing market, with 37.6% share in 2023. Going forward, Asia-Pacific is projected to witness the highest CAGR during the forecast period.

The report has also analyzed the competitive landscape of the global photo printing market with some of the key players being Hewlett-Packard Company, Seiko Epson Corporation, Canon Inc., Shutterfly, LLC., Cimpress plc, Eastman Kodak Company, Perion Network Ltd., Bay Photo, Inc., Printique LLC, among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

### Why Choose This Report

Gain a reliable outlook of the global photo printing market forecasts from 2024 to 2030 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

Market Segments Covered in Global Photo Printing Industry Analysis:

#### i.) Type

Printing device

Printing services

## ii.) Distribution channel

Retail

Online

Instant kiosk

## iii.) Region

North America

Europe

Asia-Pacific

MEA (Middle East and Africa)

Latin America

## viii.) Printing device

Mobile

Desktop

Photo printing kiosk

## ix.) Printing services

Digital printing

Film printing

## Contents

### **PART 1. INTRODUCTION**

- 1.1 Description
- 1.2 Objectives of The Study
- 1.3 Market Segment
- 1.4 Years Considered for The Report
- 1.5 Currency
- 1.6 Key Target Audience

### **PART 2. RESEARCH METHODOLOGY**

- 2.1 Primary Research
- 2.2 Secondary Research

### **PART 3. EXECUTIVE SUMMARY**

### **PART 4. MARKET OVERVIEW**

- 4.1 Introduction
- 4.2 Drivers
- 4.3 Restraints

### **PART 5. GLOBAL PHOTO PRINTING MARKET BY TYPE**

- 5.1 Printing device
- 5.2 Printing services

### **PART 6. GLOBAL PHOTO PRINTING MARKET BY DISTRIBUTION CHANNEL**

- 6.1 Retail
- 6.2 Online
- 6.3 Instant kiosk

### **PART 7. GLOBAL PHOTO PRINTING MARKET BY REGION**

- 7.1 North America
- 7.2 Europe

7.3 Asia-Pacific

7.4 MEA (Middle East and Africa)

7.5 Latin America

## **PART 8. COMPANY PROFILES**

8.1 Hewlett-Packard Company

8.2 Seiko Epson Corporation

8.3 Canon Inc.

8.4 Shutterfly, LLC.

8.5 Cimpres plc

8.6 Eastman Kodak Company

8.7 Perion Network Ltd.

8.8 Bay Photo, Inc.

8.9 Printique LLC

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