

Global Badge Customization Service Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Badge Customization Service market size was valued at US\$ 3107 million in 2025 and is forecast to a readjusted size of US\$ 4765 million by 2032 with a CAGR of 6.3% during review period.

Badge customization service refers to an integrated service providing personalized badge design, prototyping, production, and delivery for businesses, organizations, or individuals. It typically encompasses creative design, artwork optimization, material selection, processing, customized packaging, and mass production. This service focuses on meeting needs such as brand display, identity identification, commemorative collection, and event promotion. It enhances recognizability and commemorative value through customized visual symbols, and is widely used in corporate branding, campus culture, student organizations, sporting events, and cultural and creative products.

With the diversification of brand communication methods and the rise of cultural and creative consumption, badge customization service is extending from traditional identification uses to 'cultural expression + emotional consumption.' On the one hand, businesses and institutions are continuously increasing their demand for personalized, small-batch customized badges in brand activities, employee culture building, and marketing. On the other hand, young consumers are driving the market expansion of badges as trendy accessories and collectibles, especially in the realm of anime culture, IP derivatives, and exhibitions. Furthermore, the improvement of e-commerce platforms and flexible manufacturing capabilities has made low minimum order quantities and rapid delivery possible. In the future, with the development of original design, IP collaboration and high-end craftsmanship, badge customization services will upgrade towards high-quality products, branding and digitalization, and the industry as a whole

will maintain steady growth.

This report is a detailed and comprehensive analysis for global Badge Customization Service market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Badge Customization Service market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Badge Customization Service market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Badge Customization Service market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Badge Customization Service market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Badge Customization Service

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Badge Customization Service market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Premier Badges, Best Badges, Smith & Warren, Stokes

Badges, Badges Plus Ltd, Honour, Precision Badges, Zap Creatives, Shanghai Duanxin Industrial Co., Ltd., Dongguan Xinming Crafts Co., Ltd., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Badge Customization Service market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Plastic

Metal

Others

Market segment by Customization Level

Standardized Customization

Semi-Customization

Full Customization

Market segment by Pricing and Positioning

Low-end Bulk Promotional Badges

Mid-end Standard Customized Badges

High-end Collectible Badges

Market segment by Application

Enterprises

Government

Individuals

Others

Market segment by players, this report covers

Premier Badges

Best Badges

Smith & Warren

Stokes Badges

Badges Plus Ltd

Honour

Precision Badges

Zap Creatives

Shanghai Duanxin Industrial Co., Ltd.

Dongguan Xinming Crafts Co., Ltd.

2016?2023????????????????????53?????1023????????????53%????????????
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Shenzhen Jinchangming Crafts Products Co., Ltd.

Guangzhou Jinhe Custom Technology Co., Ltd.

Shenzhen Yichen Cultural and Creative Co., Ltd.

Dongguan Chengguo Crafts Co., Ltd.

Dongguan Xinheming Technology Co., Ltd.

Jinhe Jinchuan Custom Technology Co., Ltd.

Shanghai Yibi Industrial Co., Ltd.

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Badge Customization Service product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Badge Customization Service, with revenue, gross margin, and global market share of Badge Customization Service from 2021 to 2026.

Chapter 3, the Badge Customization Service competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Badge Customization Service market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Badge Customization Service.

Chapter 13, to describe Badge Customization Service research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Badge Customization Service by Type

1.3.1 Overview: Global Badge Customization Service Market Size by Type: 2021 Versus 2025 Versus 2032

1.3.2 Global Badge Customization Service Consumption Value Market Share by Type in 2025

1.3.3 Plastic

1.3.4 Metal

1.3.5 Others

1.4 Classification of Badge Customization Service by Customization Level

1.4.1 Overview: Global Badge Customization Service Market Size by Customization Level: 2021 Versus 2025 Versus 2032

1.4.2 Global Badge Customization Service Consumption Value Market Share by Customization Level in 2025

1.4.3 Standardized Customization

1.4.4 Semi-Customization

1.4.5 Full Customization

1.5 Classification of Badge Customization Service by Pricing and Positioning

1.5.1 Overview: Global Badge Customization Service Market Size by Pricing and Positioning: 2021 Versus 2025 Versus 2032

1.5.2 Global Badge Customization Service Consumption Value Market Share by Pricing and Positioning in 2025

1.5.3 Low-end Bulk Promotional Badges

1.5.4 Mid-end Standard Customized Badges

1.5.5 High-end Collectible Badges

1.6 Global Badge Customization Service Market by Application

1.6.1 Overview: Global Badge Customization Service Market Size by Application: 2021 Versus 2025 Versus 2032

1.6.2 Enterprises

1.6.3 Government

1.6.4 Individuals

1.6.5 Others

1.7 Global Badge Customization Service Market Size & Forecast

1.8 Global Badge Customization Service Market Size and Forecast by Region

1.8.1 Global Badge Customization Service Market Size by Region: 2021 VS 2025 VS 2032

1.8.2 Global Badge Customization Service Market Size by Region, (2021-2032)

1.8.3 North America Badge Customization Service Market Size and Prospect (2021-2032)

1.8.4 Europe Badge Customization Service Market Size and Prospect (2021-2032)

1.8.5 Asia-Pacific Badge Customization Service Market Size and Prospect (2021-2032)

1.8.6 South America Badge Customization Service Market Size and Prospect (2021-2032)

1.8.7 Middle East & Africa Badge Customization Service Market Size and Prospect (2021-2032)

2 COMPANY PROFILES

2.1 Premier Badges

2.1.1 Premier Badges Details

2.1.2 Premier Badges Major Business

2.1.3 Premier Badges Badge Customization Service Product and Solutions

2.1.4 Premier Badges Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 Premier Badges Recent Developments and Future Plans

2.2 Best Badges

2.2.1 Best Badges Details

2.2.2 Best Badges Major Business

2.2.3 Best Badges Badge Customization Service Product and Solutions

2.2.4 Best Badges Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 Best Badges Recent Developments and Future Plans

2.3 Smith & Warren

2.3.1 Smith & Warren Details

2.3.2 Smith & Warren Major Business

2.3.3 Smith & Warren Badge Customization Service Product and Solutions

2.3.4 Smith & Warren Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 Smith & Warren Recent Developments and Future Plans

2.4 Stokes Badges

2.4.1 Stokes Badges Details

2.4.2 Stokes Badges Major Business

- 2.4.3 Stokes Badges Badge Customization Service Product and Solutions
- 2.4.4 Stokes Badges Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)
- 2.4.5 Stokes Badges Recent Developments and Future Plans
- 2.5 Badges Plus Ltd
 - 2.5.1 Badges Plus Ltd Details
 - 2.5.2 Badges Plus Ltd Major Business
 - 2.5.3 Badges Plus Ltd Badge Customization Service Product and Solutions
 - 2.5.4 Badges Plus Ltd Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)
 - 2.5.5 Badges Plus Ltd Recent Developments and Future Plans
- 2.6 Honour
 - 2.6.1 Honour Details
 - 2.6.2 Honour Major Business
 - 2.6.3 Honour Badge Customization Service Product and Solutions
 - 2.6.4 Honour Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)
 - 2.6.5 Honour Recent Developments and Future Plans
- 2.7 Precision Badges
 - 2.7.1 Precision Badges Details
 - 2.7.2 Precision Badges Major Business
 - 2.7.3 Precision Badges Badge Customization Service Product and Solutions
 - 2.7.4 Precision Badges Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)
 - 2.7.5 Precision Badges Recent Developments and Future Plans
- 2.8 Zap Creatives
 - 2.8.1 Zap Creatives Details
 - 2.8.2 Zap Creatives Major Business
 - 2.8.3 Zap Creatives Badge Customization Service Product and Solutions
 - 2.8.4 Zap Creatives Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)
 - 2.8.5 Zap Creatives Recent Developments and Future Plans
- 2.9 Shanghai Duanxin Industrial Co., Ltd.
 - 2.9.1 Shanghai Duanxin Industrial Co., Ltd. Details
 - 2.9.2 Shanghai Duanxin Industrial Co., Ltd. Major Business
 - 2.9.3 Shanghai Duanxin Industrial Co., Ltd. Badge Customization Service Product and Solutions
 - 2.9.4 Shanghai Duanxin Industrial Co., Ltd. Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 Shanghai Duanxin Industrial Co., Ltd. Recent Developments and Future Plans

2.10 Dongguan Xinming Crafts Co., Ltd.

2.10.1 Dongguan Xinming Crafts Co., Ltd. Details

2.10.2 Dongguan Xinming Crafts Co., Ltd. Major Business

2.10.3 Dongguan Xinming Crafts Co., Ltd. Badge Customization Service Product and Solutions

2.10.4 Dongguan Xinming Crafts Co., Ltd. Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)

2.10.5 Dongguan Xinming Crafts Co., Ltd. Recent Developments and Future Plans

2.11 2016?2023????????????????53?????1023????????????53%????????????????

2.11.1

2016?2023????????????????53?????1023????????????53%????????????????

Details

2.11.2

2016?2023????????????????53?????1023????????????53%????????????????

Major Business

2.11.3

2016?2023????????????????53?????1023????????????53%????????????????

Badge Customization Service Product and Solutions

2.11.4

2016?2023????????????????53?????1023????????????53%????????????????

Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)

2.11.5

2016?2023????????????????53?????1023????????????53%????????????????

Recent Developments and Future Plans

2.12 Shenzhen Jinchangming Crafts Products Co., Ltd.

2.12.1 Shenzhen Jinchangming Crafts Products Co., Ltd. Details

2.12.2 Shenzhen Jinchangming Crafts Products Co., Ltd. Major Business

2.12.3 Shenzhen Jinchangming Crafts Products Co., Ltd. Badge Customization Service Product and Solutions

2.12.4 Shenzhen Jinchangming Crafts Products Co., Ltd. Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)

2.12.5 Shenzhen Jinchangming Crafts Products Co., Ltd. Recent Developments and Future Plans

2.13 Guangzhou Jinhe Custom Technology Co., Ltd.

2.13.1 Guangzhou Jinhe Custom Technology Co., Ltd. Details

2.13.2 Guangzhou Jinhe Custom Technology Co., Ltd. Major Business

2.13.3 Guangzhou Jinhe Custom Technology Co., Ltd. Badge Customization Service Product and Solutions

2.13.4 Guangzhou Jinhe Custom Technology Co., Ltd. Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)

2.13.5 Guangzhou Jinhe Custom Technology Co., Ltd. Recent Developments and Future Plans

2.14 Shenzhen Yichen Cultural and Creative Co., Ltd.

2.14.1 Shenzhen Yichen Cultural and Creative Co., Ltd. Details

2.14.2 Shenzhen Yichen Cultural and Creative Co., Ltd. Major Business

2.14.3 Shenzhen Yichen Cultural and Creative Co., Ltd. Badge Customization Service Product and Solutions

2.14.4 Shenzhen Yichen Cultural and Creative Co., Ltd. Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)

2.14.5 Shenzhen Yichen Cultural and Creative Co., Ltd. Recent Developments and Future Plans

2.15 Dongguan Chengguo Crafts Co., Ltd.

2.15.1 Dongguan Chengguo Crafts Co., Ltd. Details

2.15.2 Dongguan Chengguo Crafts Co., Ltd. Major Business

2.15.3 Dongguan Chengguo Crafts Co., Ltd. Badge Customization Service Product and Solutions

2.15.4 Dongguan Chengguo Crafts Co., Ltd. Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)

2.15.5 Dongguan Chengguo Crafts Co., Ltd. Recent Developments and Future Plans

2.16 Dongguan Xinheming Technology Co., Ltd.

2.16.1 Dongguan Xinheming Technology Co., Ltd. Details

2.16.2 Dongguan Xinheming Technology Co., Ltd. Major Business

2.16.3 Dongguan Xinheming Technology Co., Ltd. Badge Customization Service Product and Solutions

2.16.4 Dongguan Xinheming Technology Co., Ltd. Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)

2.16.5 Dongguan Xinheming Technology Co., Ltd. Recent Developments and Future Plans

2.17 Jinhe Jinchuan Custom Technology Co., Ltd.

2.17.1 Jinhe Jinchuan Custom Technology Co., Ltd. Details

2.17.2 Jinhe Jinchuan Custom Technology Co., Ltd. Major Business

2.17.3 Jinhe Jinchuan Custom Technology Co., Ltd. Badge Customization Service Product and Solutions

2.17.4 Jinhe Jinchuan Custom Technology Co., Ltd. Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)

2.17.5 Jinhe Jinchuan Custom Technology Co., Ltd. Recent Developments and Future Plans

2.18 Shanghai Yibi Industrial Co., Ltd.

2.18.1 Shanghai Yibi Industrial Co., Ltd. Details

2.18.2 Shanghai Yibi Industrial Co., Ltd. Major Business

2.18.3 Shanghai Yibi Industrial Co., Ltd. Badge Customization Service Product and Solutions

2.18.4 Shanghai Yibi Industrial Co., Ltd. Badge Customization Service Revenue, Gross Margin and Market Share (2021-2026)

2.18.5 Shanghai Yibi Industrial Co., Ltd. Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

3.1 Global Badge Customization Service Revenue and Share by Players (2021-2026)

3.2 Market Share Analysis (2025)

3.2.1 Market Share of Badge Customization Service by Company Revenue

3.2.2 Top 3 Badge Customization Service Players Market Share in 2025

3.2.3 Top 6 Badge Customization Service Players Market Share in 2025

3.3 Badge Customization Service Market: Overall Company Footprint Analysis

3.3.1 Badge Customization Service Market: Region Footprint

3.3.2 Badge Customization Service Market: Company Product Type Footprint

3.3.3 Badge Customization Service Market: Company Product Application Footprint

3.4 New Market Entrants and Barriers to Market Entry

3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

4.1 Global Badge Customization Service Consumption Value and Market Share by Type (2021-2026)

4.2 Global Badge Customization Service Market Forecast by Type (2027-2032)

5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global Badge Customization Service Consumption Value Market Share by Application (2021-2026)

5.2 Global Badge Customization Service Market Forecast by Application (2027-2032)

6 NORTH AMERICA

6.1 North America Badge Customization Service Consumption Value by Type (2021-2032)

6.2 North America Badge Customization Service Market Size by Application (2021-2032)

6.3 North America Badge Customization Service Market Size by Country

6.3.1 North America Badge Customization Service Consumption Value by Country (2021-2032)

6.3.2 United States Badge Customization Service Market Size and Forecast (2021-2032)

6.3.3 Canada Badge Customization Service Market Size and Forecast (2021-2032)

6.3.4 Mexico Badge Customization Service Market Size and Forecast (2021-2032)

7 EUROPE

7.1 Europe Badge Customization Service Consumption Value by Type (2021-2032)

7.2 Europe Badge Customization Service Consumption Value by Application (2021-2032)

7.3 Europe Badge Customization Service Market Size by Country

7.3.1 Europe Badge Customization Service Consumption Value by Country (2021-2032)

7.3.2 Germany Badge Customization Service Market Size and Forecast (2021-2032)

7.3.3 France Badge Customization Service Market Size and Forecast (2021-2032)

7.3.4 United Kingdom Badge Customization Service Market Size and Forecast (2021-2032)

7.3.5 Russia Badge Customization Service Market Size and Forecast (2021-2032)

7.3.6 Italy Badge Customization Service Market Size and Forecast (2021-2032)

8 ASIA-PACIFIC

8.1 Asia-Pacific Badge Customization Service Consumption Value by Type (2021-2032)

8.2 Asia-Pacific Badge Customization Service Consumption Value by Application (2021-2032)

8.3 Asia-Pacific Badge Customization Service Market Size by Region

8.3.1 Asia-Pacific Badge Customization Service Consumption Value by Region (2021-2032)

8.3.2 China Badge Customization Service Market Size and Forecast (2021-2032)

8.3.3 Japan Badge Customization Service Market Size and Forecast (2021-2032)

8.3.4 South Korea Badge Customization Service Market Size and Forecast (2021-2032)

8.3.5 India Badge Customization Service Market Size and Forecast (2021-2032)

8.3.6 Southeast Asia Badge Customization Service Market Size and Forecast

(2021-2032)

8.3.7 Australia Badge Customization Service Market Size and Forecast (2021-2032)

9 SOUTH AMERICA

9.1 South America Badge Customization Service Consumption Value by Type
(2021-2032)

9.2 South America Badge Customization Service Consumption Value by Application
(2021-2032)

9.3 South America Badge Customization Service Market Size by Country

9.3.1 South America Badge Customization Service Consumption Value by Country
(2021-2032)

9.3.2 Brazil Badge Customization Service Market Size and Forecast (2021-2032)

9.3.3 Argentina Badge Customization Service Market Size and Forecast (2021-2032)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa Badge Customization Service Consumption Value by Type
(2021-2032)

10.2 Middle East & Africa Badge Customization Service Consumption Value by
Application (2021-2032)

10.3 Middle East & Africa Badge Customization Service Market Size by Country

10.3.1 Middle East & Africa Badge Customization Service Consumption Value by
Country (2021-2032)

10.3.2 Turkey Badge Customization Service Market Size and Forecast (2021-2032)

10.3.3 Saudi Arabia Badge Customization Service Market Size and Forecast
(2021-2032)

10.3.4 UAE Badge Customization Service Market Size and Forecast (2021-2032)

11 MARKET DYNAMICS

11.1 Badge Customization Service Market Drivers

11.2 Badge Customization Service Market Restraints

11.3 Badge Customization Service Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

12.1 Badge Customization Service Industry Chain

12.2 Badge Customization Service Upstream Analysis

12.3 Badge Customization Service Midstream Analysis

12.4 Badge Customization Service Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. Global Badge Customization Service Consumption Value by Type, (USD Million), 2021 & 2025 & 2032
- Table 2. Global Badge Customization Service Consumption Value by Customization Level, (USD Million), 2021 & 2025 & 2032
- Table 3. Global Badge Customization Service Consumption Value by Pricing and Positioning, (USD Million), 2021 & 2025 & 2032
- Table 4. Global Badge Customization Service Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Table 5. Global Badge Customization Service Consumption Value by Region (2021-2026) & (USD Million)
- Table 6. Global Badge Customization Service Consumption Value by Region (2027-2032) & (USD Million)
- Table 7. Premier Badges Company Information, Head Office, and Major Competitors
- Table 8. Premier Badges Major Business
- Table 9. Premier Badges Badge Customization Service Product and Solutions
- Table 10. Premier Badges Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 11. Premier Badges Recent Developments and Future Plans
- Table 12. Best Badges Company Information, Head Office, and Major Competitors
- Table 13. Best Badges Major Business
- Table 14. Best Badges Badge Customization Service Product and Solutions
- Table 15. Best Badges Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 16. Best Badges Recent Developments and Future Plans
- Table 17. Smith & Warren Company Information, Head Office, and Major Competitors
- Table 18. Smith & Warren Major Business
- Table 19. Smith & Warren Badge Customization Service Product and Solutions
- Table 20. Smith & Warren Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 21. Stokes Badges Company Information, Head Office, and Major Competitors
- Table 22. Stokes Badges Major Business
- Table 23. Stokes Badges Badge Customization Service Product and Solutions
- Table 24. Stokes Badges Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 25. Stokes Badges Recent Developments and Future Plans

- Table 26. Badges Plus Ltd Company Information, Head Office, and Major Competitors
- Table 27. Badges Plus Ltd Major Business
- Table 28. Badges Plus Ltd Badge Customization Service Product and Solutions
- Table 29. Badges Plus Ltd Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 30. Badges Plus Ltd Recent Developments and Future Plans
- Table 31. Honour Company Information, Head Office, and Major Competitors
- Table 32. Honour Major Business
- Table 33. Honour Badge Customization Service Product and Solutions
- Table 34. Honour Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 35. Honour Recent Developments and Future Plans
- Table 36. Precision Badges Company Information, Head Office, and Major Competitors
- Table 37. Precision Badges Major Business
- Table 38. Precision Badges Badge Customization Service Product and Solutions
- Table 39. Precision Badges Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 40. Precision Badges Recent Developments and Future Plans
- Table 41. Zap Creatives Company Information, Head Office, and Major Competitors
- Table 42. Zap Creatives Major Business
- Table 43. Zap Creatives Badge Customization Service Product and Solutions
- Table 44. Zap Creatives Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 45. Zap Creatives Recent Developments and Future Plans
- Table 46. Shanghai Duanxin Industrial Co., Ltd. Company Information, Head Office, and Major Competitors
- Table 47. Shanghai Duanxin Industrial Co., Ltd. Major Business
- Table 48. Shanghai Duanxin Industrial Co., Ltd. Badge Customization Service Product and Solutions
- Table 49. Shanghai Duanxin Industrial Co., Ltd. Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 50. Shanghai Duanxin Industrial Co., Ltd. Recent Developments and Future Plans
- Table 51. Dongguan Xinming Crafts Co., Ltd. Company Information, Head Office, and Major Competitors
- Table 52. Dongguan Xinming Crafts Co., Ltd. Major Business
- Table 53. Dongguan Xinming Crafts Co., Ltd. Badge Customization Service Product and Solutions
- Table 54. Dongguan Xinming Crafts Co., Ltd. Badge Customization Service Revenue

(USD Million), Gross Margin and Market Share (2021-2026)

Table 55. Dongguan Xinming Crafts Co., Ltd. Recent Developments and Future Plans

Table 56.

2016?2023????????????????53????1023????????53%????????????

Company Information, Head Office, and Major Competitors

Table 57.

2016?2023????????????????53????1023????????53%????????????

Major Business

Table 58.

2016?2023????????????????53????1023????????53%????????????

Badge Customization Service Product and Solutions

Table 59.

2016?2023????????????????53????1023????????53%????????????

Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 60.

2016?2023????????????????53????1023????????53%????????????

Recent Developments and Future Plans

Table 61. Shenzhen Jinchangming Crafts Products Co., Ltd. Company Information, Head Office, and Major Competitors

Table 62. Shenzhen Jinchangming Crafts Products Co., Ltd. Major Business

Table 63. Shenzhen Jinchangming Crafts Products Co., Ltd. Badge Customization Service Product and Solutions

Table 64. Shenzhen Jinchangming Crafts Products Co., Ltd. Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 65. Shenzhen Jinchangming Crafts Products Co., Ltd. Recent Developments and Future Plans

Table 66. Guangzhou Jinhe Custom Technology Co., Ltd. Company Information, Head Office, and Major Competitors

Table 67. Guangzhou Jinhe Custom Technology Co., Ltd. Major Business

Table 68. Guangzhou Jinhe Custom Technology Co., Ltd. Badge Customization Service Product and Solutions

Table 69. Guangzhou Jinhe Custom Technology Co., Ltd. Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 70. Guangzhou Jinhe Custom Technology Co., Ltd. Recent Developments and Future Plans

Table 71. Shenzhen Yichen Cultural and Creative Co., Ltd. Company Information, Head Office, and Major Competitors

Table 72. Shenzhen Yichen Cultural and Creative Co., Ltd. Major Business

Table 73. Shenzhen Yichen Cultural and Creative Co., Ltd. Badge Customization Service Product and Solutions

Table 74. Shenzhen Yichen Cultural and Creative Co., Ltd. Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 75. Shenzhen Yichen Cultural and Creative Co., Ltd. Recent Developments and Future Plans

Table 76. Dongguan Chengguo Crafts Co., Ltd. Company Information, Head Office, and Major Competitors

Table 77. Dongguan Chengguo Crafts Co., Ltd. Major Business

Table 78. Dongguan Chengguo Crafts Co., Ltd. Badge Customization Service Product and Solutions

Table 79. Dongguan Chengguo Crafts Co., Ltd. Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 80. Dongguan Chengguo Crafts Co., Ltd. Recent Developments and Future Plans

Table 81. Dongguan Xinheming Technology Co., Ltd. Company Information, Head Office, and Major Competitors

Table 82. Dongguan Xinheming Technology Co., Ltd. Major Business

Table 83. Dongguan Xinheming Technology Co., Ltd. Badge Customization Service Product and Solutions

Table 84. Dongguan Xinheming Technology Co., Ltd. Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Dongguan Xinheming Technology Co., Ltd. Recent Developments and Future Plans

Table 86. Jinhe Jinchuan Custom Technology Co., Ltd. Company Information, Head Office, and Major Competitors

Table 87. Jinhe Jinchuan Custom Technology Co., Ltd. Major Business

Table 88. Jinhe Jinchuan Custom Technology Co., Ltd. Badge Customization Service Product and Solutions

Table 89. Jinhe Jinchuan Custom Technology Co., Ltd. Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 90. Jinhe Jinchuan Custom Technology Co., Ltd. Recent Developments and Future Plans

Table 91. Shanghai Yibi Industrial Co., Ltd. Company Information, Head Office, and Major Competitors

Table 92. Shanghai Yibi Industrial Co., Ltd. Major Business

Table 93. Shanghai Yibi Industrial Co., Ltd. Badge Customization Service Product and Solutions

Table 94. Shanghai Yibi Industrial Co., Ltd. Badge Customization Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 95. Shanghai Yibi Industrial Co., Ltd. Recent Developments and Future Plans

Table 96. Global Badge Customization Service Revenue (USD Million) by Players (2021-2026)

Table 97. Global Badge Customization Service Revenue Share by Players (2021-2026)

Table 98. Breakdown of Badge Customization Service by Company Type (Tier 1, Tier 2, and Tier 3)

Table 99. Market Position of Players in Badge Customization Service, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 100. Head Office of Key Badge Customization Service Players

Table 101. Badge Customization Service Market: Company Product Type Footprint

Table 102. Badge Customization Service Market: Company Product Application Footprint

Table 103. Badge Customization Service New Market Entrants and Barriers to Market Entry

Table 104. Badge Customization Service Mergers, Acquisition, Agreements, and Collaborations

Table 105. Global Badge Customization Service Consumption Value (USD Million) by Type (2021-2026)

Table 106. Global Badge Customization Service Consumption Value Share by Type (2021-2026)

Table 107. Global Badge Customization Service Consumption Value Forecast by Type (2027-2032)

Table 108. Global Badge Customization Service Consumption Value by Application (2021-2026)

Table 109. Global Badge Customization Service Consumption Value Forecast by Application (2027-2032)

Table 110. North America Badge Customization Service Consumption Value by Type (2021-2026) & (USD Million)

Table 111. North America Badge Customization Service Consumption Value by Type (2027-2032) & (USD Million)

Table 112. North America Badge Customization Service Consumption Value by Application (2021-2026) & (USD Million)

Table 113. North America Badge Customization Service Consumption Value by Application (2027-2032) & (USD Million)

Table 114. North America Badge Customization Service Consumption Value by Country (2021-2026) & (USD Million)

Table 115. North America Badge Customization Service Consumption Value by Country (2027-2032) & (USD Million)

Table 116. Europe Badge Customization Service Consumption Value by Type

(2021-2026) & (USD Million)

Table 117. Europe Badge Customization Service Consumption Value by Type

(2027-2032) & (USD Million)

Table 118. Europe Badge Customization Service Consumption Value by Application

(2021-2026) & (USD Million)

Table 119. Europe Badge Customization Service Consumption Value by Application

(2027-2032) & (USD Million)

Table 120. Europe Badge Customization Service Consumption Value by Country

(2021-2026) & (USD Million)

Table 121. Europe Badge Customization Service Consumption Value by Country

(2027-2032) & (USD Million)

Table 122. Asia-Pacific Badge Customization Service Consumption Value by Type

(2021-2026) & (USD Million)

Table 123. Asia-Pacific Badge Customization Service Consumption Value by Type

(2027-2032) & (USD Million)

Table 124. Asia-Pacific Badge Customization Service Consumption Value by Application (2021-2026) & (USD Million)

Table 125. Asia-Pacific Badge Customization Service Consumption Value by Application (2027-2032) & (USD Million)

Table 126. Asia-Pacific Badge Customization Service Consumption Value by Region (2021-2026) & (USD Million)

Table 127. Asia-Pacific Badge Customization Service Consumption Value by Region (2027-2032) & (USD Million)

Table 128. South America Badge Customization Service Consumption Value by Type (2021-2026) & (USD Million)

Table 129. South America Badge Customization Service Consumption Value by Type (2027-2032) & (USD Million)

Table 130. South America Badge Customization Service Consumption Value by Application (2021-2026) & (USD Million)

Table 131. South America Badge Customization Service Consumption Value by Application (2027-2032) & (USD Million)

Table 132. South America Badge Customization Service Consumption Value by Country (2021-2026) & (USD Million)

Table 133. South America Badge Customization Service Consumption Value by Country (2027-2032) & (USD Million)

Table 134. Middle East & Africa Badge Customization Service Consumption Value by Type (2021-2026) & (USD Million)

Table 135. Middle East & Africa Badge Customization Service Consumption Value by Type (2027-2032) & (USD Million)

Table 136. Middle East & Africa Badge Customization Service Consumption Value by Application (2021-2026) & (USD Million)

Table 137. Middle East & Africa Badge Customization Service Consumption Value by Application (2027-2032) & (USD Million)

Table 138. Middle East & Africa Badge Customization Service Consumption Value by Country (2021-2026) & (USD Million)

Table 139. Middle East & Africa Badge Customization Service Consumption Value by Country (2027-2032) & (USD Million)

Table 140. Global Key Players of Badge Customization Service Upstream (Raw Materials)

Table 141. Global Badge Customization Service Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Badge Customization Service Picture

Figure 2. Global Badge Customization Service Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Badge Customization Service Consumption Value Market Share by Type in 2025

Figure 4. Plastic

Figure 5. Metal

Figure 6. Others

Figure 7. Global Badge Customization Service Consumption Value by Customization Level, (USD Million), 2021 & 2025 & 2032

Figure 8. Global Badge Customization Service Consumption Value Market Share by Customization Level in 2025

Figure 9. Standardized Customization

Figure 10. Semi-Customization

Figure 11. Full Customization

Figure 12. Global Badge Customization Service Consumption Value by Pricing and Positioning, (USD Million), 2021 & 2025 & 2032

Figure 13. Global Badge Customization Service Consumption Value Market Share by Pricing and Positioning in 2025

Figure 14. Low-end Bulk Promotional Badges

Figure 15. Mid-end Standard Customized Badges

Figure 16. High-end Collectible Badges

Figure 17. Global Badge Customization Service Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 18. Badge Customization Service Consumption Value Market Share by Application in 2025

Figure 19. Enterprises Picture

Figure 20. Government Picture

Figure 21. Individuals Picture

Figure 22. Others Picture

Figure 23. Global Badge Customization Service Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 24. Global Badge Customization Service Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 25. Global Market Badge Customization Service Consumption Value (USD

Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 26. Global Badge Customization Service Consumption Value Market Share by Region (2021-2032)

Figure 27. Global Badge Customization Service Consumption Value Market Share by Region in 2025

Figure 28. North America Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 29. Europe Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 30. Asia-Pacific Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 31. South America Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 32. Middle East & Africa Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 33. Company Three Recent Developments and Future Plans

Figure 34. Global Badge Customization Service Revenue Share by Players in 2025

Figure 35. Badge Customization Service Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 36. Market Share of Badge Customization Service by Player Revenue in 2025

Figure 37. Top 3 Badge Customization Service Players Market Share in 2025

Figure 38. Top 6 Badge Customization Service Players Market Share in 2025

Figure 39. Global Badge Customization Service Consumption Value Share by Type (2021-2026)

Figure 40. Global Badge Customization Service Market Share Forecast by Type (2027-2032)

Figure 41. Global Badge Customization Service Consumption Value Share by Application (2021-2026)

Figure 42. Global Badge Customization Service Market Share Forecast by Application (2027-2032)

Figure 43. North America Badge Customization Service Consumption Value Market Share by Type (2021-2032)

Figure 44. North America Badge Customization Service Consumption Value Market Share by Application (2021-2032)

Figure 45. North America Badge Customization Service Consumption Value Market Share by Country (2021-2032)

Figure 46. United States Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 47. Canada Badge Customization Service Consumption Value (2021-2032) &

(USD Million)

Figure 48. Mexico Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 49. Europe Badge Customization Service Consumption Value Market Share by Type (2021-2032)

Figure 50. Europe Badge Customization Service Consumption Value Market Share by Application (2021-2032)

Figure 51. Europe Badge Customization Service Consumption Value Market Share by Country (2021-2032)

Figure 52. Germany Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 53. France Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 54. United Kingdom Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 55. Russia Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 56. Italy Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 57. Asia-Pacific Badge Customization Service Consumption Value Market Share by Type (2021-2032)

Figure 58. Asia-Pacific Badge Customization Service Consumption Value Market Share by Application (2021-2032)

Figure 59. Asia-Pacific Badge Customization Service Consumption Value Market Share by Region (2021-2032)

Figure 60. China Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 61. Japan Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 62. South Korea Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 63. India Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 64. Southeast Asia Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 65. Australia Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 66. South America Badge Customization Service Consumption Value Market Share by Type (2021-2032)

Figure 67. South America Badge Customization Service Consumption Value Market Share by Application (2021-2032)

Figure 68. South America Badge Customization Service Consumption Value Market Share by Country (2021-2032)

Figure 69. Brazil Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 70. Argentina Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 71. Middle East & Africa Badge Customization Service Consumption Value Market Share by Type (2021-2032)

Figure 72. Middle East & Africa Badge Customization Service Consumption Value Market Share by Application (2021-2032)

Figure 73. Middle East & Africa Badge Customization Service Consumption Value Market Share by Country (2021-2032)

Figure 74. Turkey Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 75. Saudi Arabia Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 76. UAE Badge Customization Service Consumption Value (2021-2032) & (USD Million)

Figure 77. Badge Customization Service Market Drivers

Figure 78. Badge Customization Service Market Restraints

Figure 79. Badge Customization Service Market Trends

Figure 80. Porters Five Forces Analysis

Figure 81. Badge Customization Service Industrial Chain

Figure 82. Methodology

Figure 83. Research Process and Data Source

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