

Global Direct-thermal Printhead Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Direct-thermal Printhead market size is expected to reach \$ 753 million by 2032, rising at a market growth of 5.0% CAGR during the forecast period (2026-2032).

Direct Thermal Printhead is the core imaging component used in direct thermal printing equipment. It selectively heats thermal paper or thermal labels through a heating resistor array, causing the heat-sensitive coating on the media surface to change color and form text, barcodes, images, or receipt information. The product typically consists of a ceramic substrate, heating resistors, protective layers, electrode circuits, drive connection structures, and packaging components, directly affecting printer resolution, speed, image clarity, service life, and operational stability. Compared with thermal transfer printheads, its key feature is that it does not use ribbons and relies on heat-sensitive media for image formation. The unit price of Direct-thermal Printhead typically ranges from a few dollars to tens of dollars, with industry gross margins between 30% and 50%.

The upstream supply chain of Direct Thermal Printheads mainly includes ceramic substrates, thick-film or thin-film resistor materials, conductive pastes, protective coatings, glass glaze, metal electrodes, flexible printed circuits, driver ICs, packaging materials, precision processing equipment, and testing equipment. Heating resistor processes, protective layer materials, substrate quality, and packaging reliability determine thermal response, wear resistance, and service life. Midstream companies are responsible for printhead structure design, film layer preparation, circuit formation, sintering, cutting, bonding, packaging, testing, and customer-specific development. Downstream applications mainly include POS receipt printers, logistics label printers, mobile printers, medical recording devices, transportation ticketing equipment, retail label equipment, and small commercial printers, where customers focus on print clarity,

low power consumption, compatibility, service life, and stable mass supply.

The Direct Thermal Printhead is a fundamental and widely used product type within the thermal printhead market, mainly serving receipt printing, logistics labels, retail labels, mobile printing, transportation tickets, medical recording, and small label printing applications. Compared with thermal transfer printheads, direct thermal printheads do not require ribbons, enabling simpler printer structures, lower maintenance costs, and easier operation. As smart retail, e-commerce logistics, mobile payment terminals, warehouse labeling, and healthcare traceability continue to expand, the market is expected to maintain stable demand, while future growth will increasingly come from upgrades toward higher reliability, higher resolution, lower power consumption, and portable printing equipment.

This report studies the global Direct-thermal Printhead production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Direct-thermal Printhead and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Direct-thermal Printhead that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Direct-thermal Printhead total production and demand, 2021-2032, (K Units)

Global Direct-thermal Printhead total production value, 2021-2032, (USD Million)

Global Direct-thermal Printhead production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Direct-thermal Printhead consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Direct-thermal Printhead domestic production, consumption, key domestic manufacturers and share

Global Direct-thermal Printhead production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Direct-thermal Printhead production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Direct-thermal Printhead production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Direct-thermal Printhead market based on

the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Kyocera, ROHM, AOI Electronics, Toshiba Hokuto Electronics, Gulton, Shandong Hualing Electronics, Hunan Kaitong Electronics, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Direct-thermal Printhead market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Direct-thermal Printhead Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Direct-thermal Printhead Market, Segmentation by Type:

Thick-Film Thermal Printhead

Thin-Film Thermal Printhead

Global Direct-thermal Printhead Market, Segmentation by Resolution:

Standard-Resolution

High-Resolution

Global Direct-thermal Printhead Market, Segmentation by Printhead Structure:

Flat-Head Thermal Printhead

Near-Edge Thermal Printhead

Global Direct-thermal Printhead Market, Segmentation by Application:

Receipt Printing

Label and Barcode Printing

Industrial Coding and Marking

Medical Printing

Others

Companies Profiled:

Kyocera

ROHM

AOI Electronics

Toshiba Hokuto Electronics

Gulton

Shandong Hualing Electronics

Hunan Kaitong Electronics

Key Questions Answered:

1. How big is the global Direct-thermal Printhead market?
2. What is the demand of the global Direct-thermal Printhead market?
3. What is the year over year growth of the global Direct-thermal Printhead market?
4. What is the production and production value of the global Direct-thermal Printhead market?
5. Who are the key producers in the global Direct-thermal Printhead market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Direct-thermal Printhead Introduction
- 1.2 World Direct-thermal Printhead Supply & Forecast
 - 1.2.1 World Direct-thermal Printhead Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Direct-thermal Printhead Production (2021-2032)
 - 1.2.3 World Direct-thermal Printhead Pricing Trends (2021-2032)
- 1.3 World Direct-thermal Printhead Production by Region (Based on Production Site)
 - 1.3.1 World Direct-thermal Printhead Production Value by Region (2021-2032)
 - 1.3.2 World Direct-thermal Printhead Production by Region (2021-2032)
 - 1.3.3 World Direct-thermal Printhead Average Price by Region (2021-2032)
 - 1.3.4 North America Direct-thermal Printhead Production (2021-2032)
 - 1.3.5 Europe Direct-thermal Printhead Production (2021-2032)
 - 1.3.6 China Direct-thermal Printhead Production (2021-2032)
 - 1.3.7 Japan Direct-thermal Printhead Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Direct-thermal Printhead Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Direct-thermal Printhead Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Direct-thermal Printhead Demand (2021-2032)
- 2.2 World Direct-thermal Printhead Consumption by Region
 - 2.2.1 World Direct-thermal Printhead Consumption by Region (2021-2026)
 - 2.2.2 World Direct-thermal Printhead Consumption Forecast by Region (2027-2032)
- 2.3 United States Direct-thermal Printhead Consumption (2021-2032)
- 2.4 China Direct-thermal Printhead Consumption (2021-2032)
- 2.5 Europe Direct-thermal Printhead Consumption (2021-2032)
- 2.6 Japan Direct-thermal Printhead Consumption (2021-2032)
- 2.7 South Korea Direct-thermal Printhead Consumption (2021-2032)
- 2.8 ASEAN Direct-thermal Printhead Consumption (2021-2032)
- 2.9 India Direct-thermal Printhead Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Direct-thermal Printhead Production Value by Manufacturer (2021-2026)

- 3.2 World Direct-thermal Printhead Production by Manufacturer (2021-2026)
- 3.3 World Direct-thermal Printhead Average Price by Manufacturer (2021-2026)
- 3.4 Direct-thermal Printhead Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Direct-thermal Printhead Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Direct-thermal Printhead in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Direct-thermal Printhead in 2025
- 3.6 Direct-thermal Printhead Market: Overall Company Footprint Analysis
 - 3.6.1 Direct-thermal Printhead Market: Region Footprint
 - 3.6.2 Direct-thermal Printhead Market: Company Product Type Footprint
 - 3.6.3 Direct-thermal Printhead Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Direct-thermal Printhead Production Value Comparison
 - 4.1.1 United States VS China: Direct-thermal Printhead Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Direct-thermal Printhead Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Direct-thermal Printhead Production Comparison
 - 4.2.1 United States VS China: Direct-thermal Printhead Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Direct-thermal Printhead Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Direct-thermal Printhead Consumption Comparison
 - 4.3.1 United States VS China: Direct-thermal Printhead Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Direct-thermal Printhead Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Direct-thermal Printhead Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Direct-thermal Printhead Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Direct-thermal Printhead Production Value (2021-2026)

4.4.3 United States Based Manufacturers Direct-thermal Printhead Production (2021-2026)

4.5 China Based Direct-thermal Printhead Manufacturers and Market Share

4.5.1 China Based Direct-thermal Printhead Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Direct-thermal Printhead Production Value (2021-2026)

4.5.3 China Based Manufacturers Direct-thermal Printhead Production (2021-2026)

4.6 Rest of World Based Direct-thermal Printhead Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Direct-thermal Printhead Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Direct-thermal Printhead Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Direct-thermal Printhead Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Direct-thermal Printhead Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Thick-Film Thermal Printhead

5.2.2 Thin-Film Thermal Printhead

5.3 Market Segment by Type

5.3.1 World Direct-thermal Printhead Production by Type (2021-2032)

5.3.2 World Direct-thermal Printhead Production Value by Type (2021-2032)

5.3.3 World Direct-thermal Printhead Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY RESOLUTION

6.1 World Direct-thermal Printhead Market Size Overview by Resolution: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Resolution

6.2.1 Standard-Resolution

6.2.2 High-Resolution

6.3 Market Segment by Resolution

- 6.3.1 World Direct-thermal Printhead Production by Resolution (2021-2032)
- 6.3.2 World Direct-thermal Printhead Production Value by Resolution (2021-2032)
- 6.3.3 World Direct-thermal Printhead Average Price by Resolution (2021-2032)

7 MARKET ANALYSIS BY PRINthead STRUCTURE

- 7.1 World Direct-thermal Printhead Market Size Overview by Printhead Structure: 2021 VS 2025 VS 2032
- 7.2 Segment Introduction by Printhead Structure
 - 7.2.1 Flat-Head Thermal Printhead
 - 7.2.2 Near-Edge Thermal Printhead
- 7.3 Market Segment by Printhead Structure
 - 7.3.1 World Direct-thermal Printhead Production by Printhead Structure (2021-2032)
 - 7.3.2 World Direct-thermal Printhead Production Value by Printhead Structure (2021-2032)
 - 7.3.3 World Direct-thermal Printhead Average Price by Printhead Structure (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

- 8.1 World Direct-thermal Printhead Market Size Overview by Application: 2021 VS 2025 VS 2032
- 8.2 Segment Introduction by Application
 - 8.2.1 Receipt Printing
 - 8.2.2 Label and Barcode Printing
 - 8.2.3 Industrial Coding and Marking
 - 8.2.4 Medical Printing
 - 8.2.5 Others
- 8.3 Market Segment by Application
 - 8.3.1 World Direct-thermal Printhead Production by Application (2021-2032)
 - 8.3.2 World Direct-thermal Printhead Production Value by Application (2021-2032)
 - 8.3.3 World Direct-thermal Printhead Average Price by Application (2021-2032)

9 COMPANY PROFILES

- 9.1 Kyocera
 - 9.1.1 Kyocera Details
 - 9.1.2 Kyocera Major Business
 - 9.1.3 Kyocera Direct-thermal Printhead Product and Services

9.1.4 Kyocera Direct-thermal Printhead Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Kyocera Recent Developments/Updates

9.1.6 Kyocera Competitive Strengths & Weaknesses

9.2 ROHM

9.2.1 ROHM Details

9.2.2 ROHM Major Business

9.2.3 ROHM Direct-thermal Printhead Product and Services

9.2.4 ROHM Direct-thermal Printhead Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 ROHM Recent Developments/Updates

9.2.6 ROHM Competitive Strengths & Weaknesses

9.3 AOI Electronics

9.3.1 AOI Electronics Details

9.3.2 AOI Electronics Major Business

9.3.3 AOI Electronics Direct-thermal Printhead Product and Services

9.3.4 AOI Electronics Direct-thermal Printhead Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 AOI Electronics Recent Developments/Updates

9.3.6 AOI Electronics Competitive Strengths & Weaknesses

9.4 Toshiba Hokuto Electronics

9.4.1 Toshiba Hokuto Electronics Details

9.4.2 Toshiba Hokuto Electronics Major Business

9.4.3 Toshiba Hokuto Electronics Direct-thermal Printhead Product and Services

9.4.4 Toshiba Hokuto Electronics Direct-thermal Printhead Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Toshiba Hokuto Electronics Recent Developments/Updates

9.4.6 Toshiba Hokuto Electronics Competitive Strengths & Weaknesses

9.5 Gulton

9.5.1 Gulton Details

9.5.2 Gulton Major Business

9.5.3 Gulton Direct-thermal Printhead Product and Services

9.5.4 Gulton Direct-thermal Printhead Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.5.5 Gulton Recent Developments/Updates

9.5.6 Gulton Competitive Strengths & Weaknesses

9.6 Shandong Hualing Electronics

9.6.1 Shandong Hualing Electronics Details

9.6.2 Shandong Hualing Electronics Major Business

- 9.6.3 Shandong Hualing Electronics Direct-thermal Printhead Product and Services
- 9.6.4 Shandong Hualing Electronics Direct-thermal Printhead Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.6.5 Shandong Hualing Electronics Recent Developments/Updates
- 9.6.6 Shandong Hualing Electronics Competitive Strengths & Weaknesses
- 9.7 Hunan Kaitong Electronics
 - 9.7.1 Hunan Kaitong Electronics Details
 - 9.7.2 Hunan Kaitong Electronics Major Business
 - 9.7.3 Hunan Kaitong Electronics Direct-thermal Printhead Product and Services
 - 9.7.4 Hunan Kaitong Electronics Direct-thermal Printhead Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Hunan Kaitong Electronics Recent Developments/Updates
 - 9.7.6 Hunan Kaitong Electronics Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Direct-thermal Printhead Industry Chain
- 10.2 Direct-thermal Printhead Upstream Analysis
 - 10.2.1 Direct-thermal Printhead Core Raw Materials
 - 10.2.2 Main Manufacturers of Direct-thermal Printhead Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Direct-thermal Printhead Production Mode
- 10.6 Direct-thermal Printhead Procurement Model
- 10.7 Direct-thermal Printhead Industry Sales Model and Sales Channels
 - 10.7.1 Direct-thermal Printhead Sales Model
 - 10.7.2 Direct-thermal Printhead Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Direct-thermal Printhead Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Direct-thermal Printhead Production Value by Region (2021-2026) & (USD Million)

Table 3. World Direct-thermal Printhead Production Value by Region (2027-2032) & (USD Million)

Table 4. World Direct-thermal Printhead Production Value Market Share by Region (2021-2026)

Table 5. World Direct-thermal Printhead Production Value Market Share by Region (2027-2032)

Table 6. World Direct-thermal Printhead Production by Region (2021-2026) & (K Units)

Table 7. World Direct-thermal Printhead Production by Region (2027-2032) & (K Units)

Table 8. World Direct-thermal Printhead Production Market Share by Region (2021-2026)

Table 9. World Direct-thermal Printhead Production Market Share by Region (2027-2032)

Table 10. World Direct-thermal Printhead Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Direct-thermal Printhead Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Direct-thermal Printhead Major Market Trends

Table 13. World Direct-thermal Printhead Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)

Table 14. World Direct-thermal Printhead Consumption by Region (2021-2026) & (K Units)

Table 15. World Direct-thermal Printhead Consumption Forecast by Region (2027-2032) & (K Units)

Table 16. World Direct-thermal Printhead Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Direct-thermal Printhead Producers in 2025

Table 18. World Direct-thermal Printhead Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key Direct-thermal Printhead Producers in 2025

Table 20. World Direct-thermal Printhead Average Price by Manufacturer (2021-2026) &

(US\$/Unit)

Table 21. Global Direct-thermal Printhead Company Evaluation Quadrant

Table 22. World Direct-thermal Printhead Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Direct-thermal Printhead Production Site of Key Manufacturer

Table 24. Direct-thermal Printhead Market: Company Product Type Footprint

Table 25. Direct-thermal Printhead Market: Company Product Application Footprint

Table 26. Direct-thermal Printhead Competitive Factors

Table 27. Direct-thermal Printhead New Entrant and Capacity Expansion Plans

Table 28. Direct-thermal Printhead Mergers & Acquisitions Activity

Table 29. United States VS China Direct-thermal Printhead Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Direct-thermal Printhead Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Direct-thermal Printhead Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Direct-thermal Printhead Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Direct-thermal Printhead Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Direct-thermal Printhead Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Direct-thermal Printhead Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Direct-thermal Printhead Production Market Share (2021-2026)

Table 37. China Based Direct-thermal Printhead Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Direct-thermal Printhead Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Direct-thermal Printhead Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Direct-thermal Printhead Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Direct-thermal Printhead Production Market Share (2021-2026)

Table 42. Rest of World Based Direct-thermal Printhead Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Direct-thermal Printhead Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Direct-thermal Printhead Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Direct-thermal Printhead Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Direct-thermal Printhead Production Market Share (2021-2026)

Table 47. World Direct-thermal Printhead Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Direct-thermal Printhead Production by Type (2021-2026) & (K Units)

Table 49. World Direct-thermal Printhead Production by Type (2027-2032) & (K Units)

Table 50. World Direct-thermal Printhead Production Value by Type (2021-2026) & (USD Million)

Table 51. World Direct-thermal Printhead Production Value by Type (2027-2032) & (USD Million)

Table 52. World Direct-thermal Printhead Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Direct-thermal Printhead Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Direct-thermal Printhead Production Value by Resolution, (USD Million), 2021 & 2025 & 2032

Table 55. World Direct-thermal Printhead Production by Resolution (2021-2026) & (K Units)

Table 56. World Direct-thermal Printhead Production by Resolution (2027-2032) & (K Units)

Table 57. World Direct-thermal Printhead Production Value by Resolution (2021-2026) & (USD Million)

Table 58. World Direct-thermal Printhead Production Value by Resolution (2027-2032) & (USD Million)

Table 59. World Direct-thermal Printhead Average Price by Resolution (2021-2026) & (US\$/Unit)

Table 60. World Direct-thermal Printhead Average Price by Resolution (2027-2032) & (US\$/Unit)

Table 61. World Direct-thermal Printhead Production Value by Printhead Structure, (USD Million), 2021 & 2025 & 2032

Table 62. World Direct-thermal Printhead Production by Printhead Structure (2021-2026) & (K Units)

Table 63. World Direct-thermal Printhead Production by Printhead Structure

(2027-2032) & (K Units)

Table 64. World Direct-thermal Printhead Production Value by Printhead Structure (2021-2026) & (USD Million)

Table 65. World Direct-thermal Printhead Production Value by Printhead Structure (2027-2032) & (USD Million)

Table 66. World Direct-thermal Printhead Average Price by Printhead Structure (2021-2026) & (US\$/Unit)

Table 67. World Direct-thermal Printhead Average Price by Printhead Structure (2027-2032) & (US\$/Unit)

Table 68. World Direct-thermal Printhead Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Direct-thermal Printhead Production by Application (2021-2026) & (K Units)

Table 70. World Direct-thermal Printhead Production by Application (2027-2032) & (K Units)

Table 71. World Direct-thermal Printhead Production Value by Application (2021-2026) & (USD Million)

Table 72. World Direct-thermal Printhead Production Value by Application (2027-2032) & (USD Million)

Table 73. World Direct-thermal Printhead Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Direct-thermal Printhead Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. Kyocera Basic Information, Manufacturing Base and Competitors

Table 76. Kyocera Major Business

Table 77. Kyocera Direct-thermal Printhead Product and Services

Table 78. Kyocera Direct-thermal Printhead Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Kyocera Recent Developments/Updates

Table 80. Kyocera Competitive Strengths & Weaknesses

Table 81. ROHM Basic Information, Manufacturing Base and Competitors

Table 82. ROHM Major Business

Table 83. ROHM Direct-thermal Printhead Product and Services

Table 84. ROHM Direct-thermal Printhead Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. ROHM Recent Developments/Updates

Table 86. ROHM Competitive Strengths & Weaknesses

Table 87. AOI Electronics Basic Information, Manufacturing Base and Competitors

Table 88. AOI Electronics Major Business

Table 89. AOI Electronics Direct-thermal Printhead Product and Services

Table 90. AOI Electronics Direct-thermal Printhead Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. AOI Electronics Recent Developments/Updates

Table 92. AOI Electronics Competitive Strengths & Weaknesses

Table 93. Toshiba Hokuto Electronics Basic Information, Manufacturing Base and Competitors

Table 94. Toshiba Hokuto Electronics Major Business

Table 95. Toshiba Hokuto Electronics Direct-thermal Printhead Product and Services

Table 96. Toshiba Hokuto Electronics Direct-thermal Printhead Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 97. Toshiba Hokuto Electronics Recent Developments/Updates

Table 98. Toshiba Hokuto Electronics Competitive Strengths & Weaknesses

Table 99. Gulton Basic Information, Manufacturing Base and Competitors

Table 100. Gulton Major Business

Table 101. Gulton Direct-thermal Printhead Product and Services

Table 102. Gulton Direct-thermal Printhead Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 103. Gulton Recent Developments/Updates

Table 104. Gulton Competitive Strengths & Weaknesses

Table 105. Shandong Hualing Electronics Basic Information, Manufacturing Base and Competitors

Table 106. Shandong Hualing Electronics Major Business

Table 107. Shandong Hualing Electronics Direct-thermal Printhead Product and Services

Table 108. Shandong Hualing Electronics Direct-thermal Printhead Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. Shandong Hualing Electronics Recent Developments/Updates

Table 110. Shandong Hualing Electronics Competitive Strengths & Weaknesses

Table 111. Hunan Kaitong Electronics Basic Information, Manufacturing Base and Competitors

Table 112. Hunan Kaitong Electronics Major Business

Table 113. Hunan Kaitong Electronics Direct-thermal Printhead Product and Services

Table 114. Hunan Kaitong Electronics Direct-thermal Printhead Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. Hunan Kaitong Electronics Recent Developments/Updates

Table 116. Hunan Kaitong Electronics Competitive Strengths & Weaknesses

Table 117. Global Key Players of Direct-thermal Printhead Upstream (Raw Materials)

Table 118. Global Direct-thermal Printhead Typical Customers

Table 119. Direct-thermal Printhead Typical Distributors

List Of Figures

LIST OF FIGURES

- Figure 1. Direct-thermal Printhead Picture
- Figure 2. World Direct-thermal Printhead Production Value: 2021 & 2025 & 2032, (USD Million)
- Figure 3. World Direct-thermal Printhead Production Value and Forecast (2021-2032) & (USD Million)
- Figure 4. World Direct-thermal Printhead Production (2021-2032) & (K Units)
- Figure 5. World Direct-thermal Printhead Average Price (2021-2032) & (US\$/Unit)
- Figure 6. World Direct-thermal Printhead Production Value Market Share by Region (2021-2032)
- Figure 7. World Direct-thermal Printhead Production Market Share by Region (2021-2032)
- Figure 8. North America Direct-thermal Printhead Production (2021-2032) & (K Units)
- Figure 9. Europe Direct-thermal Printhead Production (2021-2032) & (K Units)
- Figure 10. China Direct-thermal Printhead Production (2021-2032) & (K Units)
- Figure 11. Japan Direct-thermal Printhead Production (2021-2032) & (K Units)
- Figure 12. Direct-thermal Printhead Market Drivers
- Figure 13. Factors Affecting Demand
- Figure 14. World Direct-thermal Printhead Consumption (2021-2032) & (K Units)
- Figure 15. World Direct-thermal Printhead Consumption Market Share by Region (2021-2032)
- Figure 16. United States Direct-thermal Printhead Consumption (2021-2032) & (K Units)
- Figure 17. China Direct-thermal Printhead Consumption (2021-2032) & (K Units)
- Figure 18. Europe Direct-thermal Printhead Consumption (2021-2032) & (K Units)
- Figure 19. Japan Direct-thermal Printhead Consumption (2021-2032) & (K Units)
- Figure 20. South Korea Direct-thermal Printhead Consumption (2021-2032) & (K Units)
- Figure 21. ASEAN Direct-thermal Printhead Consumption (2021-2032) & (K Units)
- Figure 22. India Direct-thermal Printhead Consumption (2021-2032) & (K Units)
- Figure 23. Producer Shipments of Direct-thermal Printhead by Manufacturer Revenue (\$MM) and Market Share (%): 2025
- Figure 24. Global Four-firm Concentration Ratios (CR4) for Direct-thermal Printhead Markets in 2025
- Figure 25. Global Four-firm Concentration Ratios (CR8) for Direct-thermal Printhead Markets in 2025
- Figure 26. United States VS China: Direct-thermal Printhead Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Direct-thermal Printhead Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Direct-thermal Printhead Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Direct-thermal Printhead Production Market Share 2025

Figure 30. China Based Manufacturers Direct-thermal Printhead Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Direct-thermal Printhead Production Market Share 2025

Figure 32. World Direct-thermal Printhead Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Direct-thermal Printhead Production Value Market Share by Type in 2025

Figure 34. Thick-Film Thermal Printhead

Figure 35. Thin-Film Thermal Printhead

Figure 36. World Direct-thermal Printhead Production Market Share by Type (2021-2032)

Figure 37. World Direct-thermal Printhead Production Value Market Share by Type (2021-2032)

Figure 38. World Direct-thermal Printhead Average Price by Type (2021-2032) & (US\$/Unit)

Figure 39. World Direct-thermal Printhead Production Value by Resolution, (USD Million), 2021 & 2025 & 2032

Figure 40. World Direct-thermal Printhead Production Value Market Share by Resolution in 2025

Figure 41. Standard-Resolution

Figure 42. High-Resolution

Figure 43. World Direct-thermal Printhead Production Market Share by Resolution (2021-2032)

Figure 44. World Direct-thermal Printhead Production Value Market Share by Resolution (2021-2032)

Figure 45. World Direct-thermal Printhead Average Price by Resolution (2021-2032) & (US\$/Unit)

Figure 46. World Direct-thermal Printhead Production Value by Printhead Structure, (USD Million), 2021 & 2025 & 2032

Figure 47. World Direct-thermal Printhead Production Value Market Share by Printhead Structure in 2025

Figure 48. Flat-Head Thermal Printhead

Figure 49. Near-Edge Thermal Printhead

Figure 50. World Direct-thermal Printhead Production Market Share by Printhead Structure (2021-2032)

Figure 51. World Direct-thermal Printhead Production Value Market Share by Printhead Structure (2021-2032)

Figure 52. World Direct-thermal Printhead Average Price by Printhead Structure (2021-2032) & (US\$/Unit)

Figure 53. World Direct-thermal Printhead Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 54. World Direct-thermal Printhead Production Value Market Share by Application in 2025

Figure 55. Receipt Printing

Figure 56. Label and Barcode Printing

Figure 57. Industrial Coding and Marking

Figure 58. Medical Printing

Figure 59. Others

Figure 60. World Direct-thermal Printhead Production Market Share by Application (2021-2032)

Figure 61. World Direct-thermal Printhead Production Value Market Share by Application (2021-2032)

Figure 62. World Direct-thermal Printhead Average Price by Application (2021-2032) & (US\$/Unit)

Figure 63. Direct-thermal Printhead Industry Chain

Figure 64. Direct-thermal Printhead Procurement Model

Figure 65. Direct-thermal Printhead Sales Model

Figure 66. Direct-thermal Printhead Sales Channels, Direct Sales, and Distribution

Figure 67. Methodology

Figure 68. Research Process and Data Source

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