

Global Fabric Signage Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Fabric Signage market size was valued at US\$ 139 million in 2025 and is forecast to a readjusted size of US\$ 181 million by 2032 with a CAGR of 3.0% during review period.

In 2025, global Fabric Signage production reached approximately 5,400 k units?with an average global market price of around US\$ 25 per unit, and a gross profit margin of approximately 10%-20%. Fabric Signage refers to signage and display graphics made with printed textile fabrics rather than rigid boards or vinyl films, used to communicate branding, promotion, wayfinding, or decorative visuals in retail, exhibitions, hospitality, offices, and public spaces. It typically consists of a digitally printed fabric graphic?most commonly polyester produced via dye-sublimation or other large-format textile printing methods?paired with a mounting system such as a SEG (silicone edge graphic) frame, a tension-fabric tube structure, a clamping profile frame, or a hanging banner/flag format. Compared with many rigid sign materials, fabric signage is valued for its lightweight handling, wrinkle-resistant appearance when properly tensioned, premium ?soft? visual texture, and easy graphic change-outs, which makes it especially popular for seasonal retail campaigns, trade show backwalls, and illuminated lightboxes.

The fabric signage market is expanding as brands and venue operators shift from rigid panels and vinyl graphics toward lighter, modular display solutions that are faster to install, easier to refresh, and more visually premium. Demand is strongly tied to retail campaigns, exhibitions and events, corporate interiors, hospitality spaces, and wayfinding applications where messaging changes frequently and aesthetics matter. Fabric systems?especially SEG frames and backlit fabric lightboxes?fit this need because the hardware can be reused while the fabric skins are swapped quickly, supporting operational efficiency and consistent brand execution across multiple

locations. Technology and design trends are pushing the category toward higher-impact illumination, slimmer and more modular frame engineering, improved color consistency and surface uniformity, and broader adoption of flame-retardant and venue-compliant textiles. At the same time, competition spans several value chains: system manufacturers that focus on frames and lightboxes, large-format print providers that produce and manage fabric graphics programs, and OEM/ODM suppliers that enable private-label and project-based delivery. Sustainability is also influencing purchasing behavior, as fabric graphics can reduce shipping volume and waste compared with single-use rigid boards, though buyers increasingly evaluate end-of-life and material choices alongside performance and visual quality.

This report is a detailed and comprehensive analysis for global Fabric Signage market. Both quantitative and qualitative analyses are presented by manufacturers, 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 Fabric Signage market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Fabric Signage market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Fabric Signage market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Fabric Signage market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 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 Fabric Signage

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 Fabric Signage market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Fastsigns, JC Media, Ultraflex Systems, Easy Signs, Moss, Tectonics, Liba Fabrics, SpeedPro, The Flag Company, AFI Branding, etc.

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

Market Segmentation

Fabric Signage 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 in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Banner Signage

Flag Signage

Light Box Signage

Others

Market segment by Fabric Material

Backlit Fabric

Blockout Fabric

Others

Market segment by Size

Standard Sizes

Custom Oversized

Unit Modules

Market segment by Application

Commercial Advertising

Event Logo

Decoration

Others

Major players covered

Fastsigns

JC Media

Ultraflex Systems

Easy Signs

Moss

Tectonics

Liba Fabrics

SpeedPro

The Flag Company

AFI Branding

Innotech

TLF Sign

Lawrence Fabric

Signeagles

Chrysels

Durst Group

Innotech Digital

Mammoth

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Fabric Signage product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Fabric Signage, with price, sales quantity, revenue, and global market share of Fabric Signage from 2021 to 2026.

Chapter 3, the Fabric Signage competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Fabric Signage breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Fabric Signage market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Fabric Signage.

Chapter 14 and 15, to describe Fabric Signage sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Fabric Signage Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 Banner Signage

1.3.3 Flag Signage

1.3.4 Light Box Signage

1.3.5 Others

1.4 Market Analysis by Fabric Material

1.4.1 Overview: Global Fabric Signage Consumption Value by Fabric Material: 2021 Versus 2025 Versus 2032

1.4.2 Backlit Fabric

1.4.3 Blockout Fabric

1.4.4 Others

1.5 Market Analysis by Size

1.5.1 Overview: Global Fabric Signage Consumption Value by Size: 2021 Versus 2025 Versus 2032

1.5.2 Standard Sizes

1.5.3 Custom Oversized

1.5.4 Unit Modules

1.6 Market Analysis by Application

1.6.1 Overview: Global Fabric Signage Consumption Value by Application: 2021 Versus 2025 Versus 2032

1.6.2 Commercial Advertising

1.6.3 Event Logo

1.6.4 Decoration

1.6.5 Others

1.7 Global Fabric Signage Market Size & Forecast

1.7.1 Global Fabric Signage Consumption Value (2021 & 2025 & 2032)

1.7.2 Global Fabric Signage Sales Quantity (2021-2032)

1.7.3 Global Fabric Signage Average Price (2021-2032)

2 MANUFACTURERS PROFILES

2.1 Fastsigns

2.1.1 Fastsigns Details

2.1.2 Fastsigns Major Business

2.1.3 Fastsigns Fabric Signage Product and Services

2.1.4 Fastsigns Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 Fastsigns Recent Developments/Updates

2.2 JC Media

2.2.1 JC Media Details

2.2.2 JC Media Major Business

2.2.3 JC Media Fabric Signage Product and Services

2.2.4 JC Media Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 JC Media Recent Developments/Updates

2.3 Ultraflex Systems

2.3.1 Ultraflex Systems Details

2.3.2 Ultraflex Systems Major Business

2.3.3 Ultraflex Systems Fabric Signage Product and Services

2.3.4 Ultraflex Systems Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 Ultraflex Systems Recent Developments/Updates

2.4 Easy Signs

2.4.1 Easy Signs Details

2.4.2 Easy Signs Major Business

2.4.3 Easy Signs Fabric Signage Product and Services

2.4.4 Easy Signs Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 Easy Signs Recent Developments/Updates

2.5 Moss

2.5.1 Moss Details

2.5.2 Moss Major Business

2.5.3 Moss Fabric Signage Product and Services

2.5.4 Moss Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.5.5 Moss Recent Developments/Updates

2.6 Tectonics

2.6.1 Tectonics Details

2.6.2 Tectonics Major Business

2.6.3 Tectonics Fabric Signage Product and Services

2.6.4 Tectonics Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.6.5 Tectonics Recent Developments/Updates

2.7 Liba Fabrics

2.7.1 Liba Fabrics Details

2.7.2 Liba Fabrics Major Business

2.7.3 Liba Fabrics Fabric Signage Product and Services

2.7.4 Liba Fabrics Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.7.5 Liba Fabrics Recent Developments/Updates

2.8 SpeedPro

2.8.1 SpeedPro Details

2.8.2 SpeedPro Major Business

2.8.3 SpeedPro Fabric Signage Product and Services

2.8.4 SpeedPro Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 SpeedPro Recent Developments/Updates

2.9 The Flag Company

2.9.1 The Flag Company Details

2.9.2 The Flag Company Major Business

2.9.3 The Flag Company Fabric Signage Product and Services

2.9.4 The Flag Company Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 The Flag Company Recent Developments/Updates

2.10 AFI Branding

2.10.1 AFI Branding Details

2.10.2 AFI Branding Major Business

2.10.3 AFI Branding Fabric Signage Product and Services

2.10.4 AFI Branding Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.10.5 AFI Branding Recent Developments/Updates

2.11 Innotech

2.11.1 Innotech Details

2.11.2 Innotech Major Business

2.11.3 Innotech Fabric Signage Product and Services

2.11.4 Innotech Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.11.5 Innotech Recent Developments/Updates

2.12 TLF Sign

- 2.12.1 TLF Sign Details
- 2.12.2 TLF Sign Major Business
- 2.12.3 TLF Sign Fabric Signage Product and Services
- 2.12.4 TLF Sign Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.12.5 TLF Sign Recent Developments/Updates
- 2.13 Lawrence Fabric
 - 2.13.1 Lawrence Fabric Details
 - 2.13.2 Lawrence Fabric Major Business
 - 2.13.3 Lawrence Fabric Fabric Signage Product and Services
 - 2.13.4 Lawrence Fabric Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.13.5 Lawrence Fabric Recent Developments/Updates
- 2.14 Signeagles
 - 2.14.1 Signeagles Details
 - 2.14.2 Signeagles Major Business
 - 2.14.3 Signeagles Fabric Signage Product and Services
 - 2.14.4 Signeagles Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.14.5 Signeagles Recent Developments/Updates
- 2.15 Chrysels
 - 2.15.1 Chrysels Details
 - 2.15.2 Chrysels Major Business
 - 2.15.3 Chrysels Fabric Signage Product and Services
 - 2.15.4 Chrysels Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.15.5 Chrysels Recent Developments/Updates
- 2.16 Durst Group
 - 2.16.1 Durst Group Details
 - 2.16.2 Durst Group Major Business
 - 2.16.3 Durst Group Fabric Signage Product and Services
 - 2.16.4 Durst Group Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.16.5 Durst Group Recent Developments/Updates
- 2.17 Innotech Digital
 - 2.17.1 Innotech Digital Details
 - 2.17.2 Innotech Digital Major Business
 - 2.17.3 Innotech Digital Fabric Signage Product and Services
 - 2.17.4 Innotech Digital Fabric Signage Sales Quantity, Average Price, Revenue, Gross

Margin and Market Share (2021-2026)

2.17.5 Innotech Digital Recent Developments/Updates

2.18 Mammoth

2.18.1 Mammoth Details

2.18.2 Mammoth Major Business

2.18.3 Mammoth Fabric Signage Product and Services

2.18.4 Mammoth Fabric Signage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.18.5 Mammoth Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: FABRIC SIGNAGE BY MANUFACTURER

3.1 Global Fabric Signage Sales Quantity by Manufacturer (2021-2026)

3.2 Global Fabric Signage Revenue by Manufacturer (2021-2026)

3.3 Global Fabric Signage Average Price by Manufacturer (2021-2026)

3.4 Market Share Analysis (2025)

3.4.1 Producer Shipments of Fabric Signage by Manufacturer Revenue (\$MM) and Market Share (%): 2025

3.4.2 Top 3 Fabric Signage Manufacturer Market Share in 2025

3.4.3 Top 6 Fabric Signage Manufacturer Market Share in 2025

3.5 Fabric Signage Market: Overall Company Footprint Analysis

3.5.1 Fabric Signage Market: Region Footprint

3.5.2 Fabric Signage Market: Company Product Type Footprint

3.5.3 Fabric Signage Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global Fabric Signage Market Size by Region

4.1.1 Global Fabric Signage Sales Quantity by Region (2021-2032)

4.1.2 Global Fabric Signage Consumption Value by Region (2021-2032)

4.1.3 Global Fabric Signage Average Price by Region (2021-2032)

4.2 North America Fabric Signage Consumption Value (2021-2032)

4.3 Europe Fabric Signage Consumption Value (2021-2032)

4.4 Asia-Pacific Fabric Signage Consumption Value (2021-2032)

4.5 South America Fabric Signage Consumption Value (2021-2032)

4.6 Middle East & Africa Fabric Signage Consumption Value (2021-2032)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Fabric Signage Sales Quantity by Type (2021-2032)
- 5.2 Global Fabric Signage Consumption Value by Type (2021-2032)
- 5.3 Global Fabric Signage Average Price by Type (2021-2032)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global Fabric Signage Sales Quantity by Application (2021-2032)
- 6.2 Global Fabric Signage Consumption Value by Application (2021-2032)
- 6.3 Global Fabric Signage Average Price by Application (2021-2032)

7 NORTH AMERICA

- 7.1 North America Fabric Signage Sales Quantity by Type (2021-2032)
- 7.2 North America Fabric Signage Sales Quantity by Application (2021-2032)
- 7.3 North America Fabric Signage Market Size by Country
 - 7.3.1 North America Fabric Signage Sales Quantity by Country (2021-2032)
 - 7.3.2 North America Fabric Signage Consumption Value by Country (2021-2032)
 - 7.3.3 United States Market Size and Forecast (2021-2032)
 - 7.3.4 Canada Market Size and Forecast (2021-2032)
 - 7.3.5 Mexico Market Size and Forecast (2021-2032)

8 EUROPE

- 8.1 Europe Fabric Signage Sales Quantity by Type (2021-2032)
- 8.2 Europe Fabric Signage Sales Quantity by Application (2021-2032)
- 8.3 Europe Fabric Signage Market Size by Country
 - 8.3.1 Europe Fabric Signage Sales Quantity by Country (2021-2032)
 - 8.3.2 Europe Fabric Signage Consumption Value by Country (2021-2032)
 - 8.3.3 Germany Market Size and Forecast (2021-2032)
 - 8.3.4 France Market Size and Forecast (2021-2032)
 - 8.3.5 United Kingdom Market Size and Forecast (2021-2032)
 - 8.3.6 Russia Market Size and Forecast (2021-2032)
 - 8.3.7 Italy Market Size and Forecast (2021-2032)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Fabric Signage Sales Quantity by Type (2021-2032)

- 9.2 Asia-Pacific Fabric Signage Sales Quantity by Application (2021-2032)
- 9.3 Asia-Pacific Fabric Signage Market Size by Region
 - 9.3.1 Asia-Pacific Fabric Signage Sales Quantity by Region (2021-2032)
 - 9.3.2 Asia-Pacific Fabric Signage Consumption Value by Region (2021-2032)
 - 9.3.3 China Market Size and Forecast (2021-2032)
 - 9.3.4 Japan Market Size and Forecast (2021-2032)
 - 9.3.5 South Korea Market Size and Forecast (2021-2032)
 - 9.3.6 India Market Size and Forecast (2021-2032)
 - 9.3.7 Southeast Asia Market Size and Forecast (2021-2032)
 - 9.3.8 Australia Market Size and Forecast (2021-2032)

10 SOUTH AMERICA

- 10.1 South America Fabric Signage Sales Quantity by Type (2021-2032)
- 10.2 South America Fabric Signage Sales Quantity by Application (2021-2032)
- 10.3 South America Fabric Signage Market Size by Country
 - 10.3.1 South America Fabric Signage Sales Quantity by Country (2021-2032)
 - 10.3.2 South America Fabric Signage Consumption Value by Country (2021-2032)
 - 10.3.3 Brazil Market Size and Forecast (2021-2032)
 - 10.3.4 Argentina Market Size and Forecast (2021-2032)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Fabric Signage Sales Quantity by Type (2021-2032)
- 11.2 Middle East & Africa Fabric Signage Sales Quantity by Application (2021-2032)
- 11.3 Middle East & Africa Fabric Signage Market Size by Country
 - 11.3.1 Middle East & Africa Fabric Signage Sales Quantity by Country (2021-2032)
 - 11.3.2 Middle East & Africa Fabric Signage Consumption Value by Country (2021-2032)
 - 11.3.3 Turkey Market Size and Forecast (2021-2032)
 - 11.3.4 Egypt Market Size and Forecast (2021-2032)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)
 - 11.3.6 South Africa Market Size and Forecast (2021-2032)

12 MARKET DYNAMICS

- 12.1 Fabric Signage Market Drivers
- 12.2 Fabric Signage Market Restraints
- 12.3 Fabric Signage Trends Analysis

12.4 Porters Five Forces Analysis

- 12.4.1 Threat of New Entrants
- 12.4.2 Bargaining Power of Suppliers
- 12.4.3 Bargaining Power of Buyers
- 12.4.4 Threat of Substitutes
- 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Fabric Signage and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Fabric Signage
- 13.3 Fabric Signage Production Process
- 13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Fabric Signage Typical Distributors
- 14.3 Fabric Signage Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Fabric Signage Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Fabric Signage Consumption Value by Fabric Material, (USD Million), 2021 & 2025 & 2032

Table 3. Global Fabric Signage Consumption Value by Size, (USD Million), 2021 & 2025 & 2032

Table 4. Global Fabric Signage Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Fastsigns Basic Information, Manufacturing Base and Competitors

Table 6. Fastsigns Major Business

Table 7. Fastsigns Fabric Signage Product and Services

Table 8. Fastsigns Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 9. Fastsigns Recent Developments/Updates

Table 10. JC Media Basic Information, Manufacturing Base and Competitors

Table 11. JC Media Major Business

Table 12. JC Media Fabric Signage Product and Services

Table 13. JC Media Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 14. JC Media Recent Developments/Updates

Table 15. Ultraflex Systems Basic Information, Manufacturing Base and Competitors

Table 16. Ultraflex Systems Major Business

Table 17. Ultraflex Systems Fabric Signage Product and Services

Table 18. Ultraflex Systems Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 19. Ultraflex Systems Recent Developments/Updates

Table 20. Easy Signs Basic Information, Manufacturing Base and Competitors

Table 21. Easy Signs Major Business

Table 22. Easy Signs Fabric Signage Product and Services

Table 23. Easy Signs Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 24. Easy Signs Recent Developments/Updates

Table 25. Moss Basic Information, Manufacturing Base and Competitors

Table 26. Moss Major Business

Table 27. Moss Fabric Signage Product and Services

Table 28. Moss Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 29. Moss Recent Developments/Updates

Table 30. Tectonics Basic Information, Manufacturing Base and Competitors

Table 31. Tectonics Major Business

Table 32. Tectonics Fabric Signage Product and Services

Table 33. Tectonics Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 34. Tectonics Recent Developments/Updates

Table 35. Liba Fabrics Basic Information, Manufacturing Base and Competitors

Table 36. Liba Fabrics Major Business

Table 37. Liba Fabrics Fabric Signage Product and Services

Table 38. Liba Fabrics Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 39. Liba Fabrics Recent Developments/Updates

Table 40. SpeedPro Basic Information, Manufacturing Base and Competitors

Table 41. SpeedPro Major Business

Table 42. SpeedPro Fabric Signage Product and Services

Table 43. SpeedPro Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 44. SpeedPro Recent Developments/Updates

Table 45. The Flag Company Basic Information, Manufacturing Base and Competitors

Table 46. The Flag Company Major Business

Table 47. The Flag Company Fabric Signage Product and Services

Table 48. The Flag Company Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 49. The Flag Company Recent Developments/Updates

Table 50. AFI Branding Basic Information, Manufacturing Base and Competitors

Table 51. AFI Branding Major Business

Table 52. AFI Branding Fabric Signage Product and Services

Table 53. AFI Branding Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 54. AFI Branding Recent Developments/Updates

Table 55. Innotech Basic Information, Manufacturing Base and Competitors

Table 56. Innotech Major Business

Table 57. Innotech Fabric Signage Product and Services

Table 58. Innotech Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 59. Innotech Recent Developments/Updates

- Table 60. TLF Sign Basic Information, Manufacturing Base and Competitors
- Table 61. TLF Sign Major Business
- Table 62. TLF Sign Fabric Signage Product and Services
- Table 63. TLF Sign Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 64. TLF Sign Recent Developments/Updates
- Table 65. Lawrence Fabric Basic Information, Manufacturing Base and Competitors
- Table 66. Lawrence Fabric Major Business
- Table 67. Lawrence Fabric Fabric Signage Product and Services
- Table 68. Lawrence Fabric Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 69. Lawrence Fabric Recent Developments/Updates
- Table 70. Signeagles Basic Information, Manufacturing Base and Competitors
- Table 71. Signeagles Major Business
- Table 72. Signeagles Fabric Signage Product and Services
- Table 73. Signeagles Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 74. Signeagles Recent Developments/Updates
- Table 75. Chrysels Basic Information, Manufacturing Base and Competitors
- Table 76. Chrysels Major Business
- Table 77. Chrysels Fabric Signage Product and Services
- Table 78. Chrysels Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 79. Chrysels Recent Developments/Updates
- Table 80. Durst Group Basic Information, Manufacturing Base and Competitors
- Table 81. Durst Group Major Business
- Table 82. Durst Group Fabric Signage Product and Services
- Table 83. Durst Group Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 84. Durst Group Recent Developments/Updates
- Table 85. Innotech Digital Basic Information, Manufacturing Base and Competitors
- Table 86. Innotech Digital Major Business
- Table 87. Innotech Digital Fabric Signage Product and Services
- Table 88. Innotech Digital Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 89. Innotech Digital Recent Developments/Updates
- Table 90. Mammoth Basic Information, Manufacturing Base and Competitors
- Table 91. Mammoth Major Business
- Table 92. Mammoth Fabric Signage Product and Services

Table 93. Mammoth Fabric Signage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 94. Mammoth Recent Developments/Updates

Table 95. Global Fabric Signage Sales Quantity by Manufacturer (2021-2026) & (K Units)

Table 96. Global Fabric Signage Revenue by Manufacturer (2021-2026) & (USD Million)

Table 97. Global Fabric Signage Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 98. Market Position of Manufacturers in Fabric Signage, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 99. Head Office and Fabric Signage Production Site of Key Manufacturer

Table 100. Fabric Signage Market: Company Product Type Footprint

Table 101. Fabric Signage Market: Company Product Application Footprint

Table 102. Fabric Signage New Market Entrants and Barriers to Market Entry

Table 103. Fabric Signage Mergers, Acquisition, Agreements, and Collaborations

Table 104. Global Fabric Signage Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR

Table 105. Global Fabric Signage Sales Quantity by Region (2021-2026) & (K Units)

Table 106. Global Fabric Signage Sales Quantity by Region (2027-2032) & (K Units)

Table 107. Global Fabric Signage Consumption Value by Region (2021-2026) & (USD Million)

Table 108. Global Fabric Signage Consumption Value by Region (2027-2032) & (USD Million)

Table 109. Global Fabric Signage Average Price by Region (2021-2026) & (US\$/Unit)

Table 110. Global Fabric Signage Average Price by Region (2027-2032) & (US\$/Unit)

Table 111. Global Fabric Signage Sales Quantity by Type (2021-2026) & (K Units)

Table 112. Global Fabric Signage Sales Quantity by Type (2027-2032) & (K Units)

Table 113. Global Fabric Signage Consumption Value by Type (2021-2026) & (USD Million)

Table 114. Global Fabric Signage Consumption Value by Type (2027-2032) & (USD Million)

Table 115. Global Fabric Signage Average Price by Type (2021-2026) & (US\$/Unit)

Table 116. Global Fabric Signage Average Price by Type (2027-2032) & (US\$/Unit)

Table 117. Global Fabric Signage Sales Quantity by Application (2021-2026) & (K Units)

Table 118. Global Fabric Signage Sales Quantity by Application (2027-2032) & (K Units)

Table 119. Global Fabric Signage Consumption Value by Application (2021-2026) & (USD Million)

Table 120. Global Fabric Signage Consumption Value by Application (2027-2032) & (USD Million)

Table 121. Global Fabric Signage Average Price by Application (2021-2026) & (US\$/Unit)

Table 122. Global Fabric Signage Average Price by Application (2027-2032) & (US\$/Unit)

Table 123. North America Fabric Signage Sales Quantity by Type (2021-2026) & (K Units)

Table 124. North America Fabric Signage Sales Quantity by Type (2027-2032) & (K Units)

Table 125. North America Fabric Signage Sales Quantity by Application (2021-2026) & (K Units)

Table 126. North America Fabric Signage Sales Quantity by Application (2027-2032) & (K Units)

Table 127. North America Fabric Signage Sales Quantity by Country (2021-2026) & (K Units)

Table 128. North America Fabric Signage Sales Quantity by Country (2027-2032) & (K Units)

Table 129. North America Fabric Signage Consumption Value by Country (2021-2026) & (USD Million)

Table 130. North America Fabric Signage Consumption Value by Country (2027-2032) & (USD Million)

Table 131. Europe Fabric Signage Sales Quantity by Type (2021-2026) & (K Units)

Table 132. Europe Fabric Signage Sales Quantity by Type (2027-2032) & (K Units)

Table 133. Europe Fabric Signage Sales Quantity by Application (2021-2026) & (K Units)

Table 134. Europe Fabric Signage Sales Quantity by Application (2027-2032) & (K Units)

Table 135. Europe Fabric Signage Sales Quantity by Country (2021-2026) & (K Units)

Table 136. Europe Fabric Signage Sales Quantity by Country (2027-2032) & (K Units)

Table 137. Europe Fabric Signage Consumption Value by Country (2021-2026) & (USD Million)

Table 138. Europe Fabric Signage Consumption Value by Country (2027-2032) & (USD Million)

Table 139. Asia-Pacific Fabric Signage Sales Quantity by Type (2021-2026) & (K Units)

Table 140. Asia-Pacific Fabric Signage Sales Quantity by Type (2027-2032) & (K Units)

Table 141. Asia-Pacific Fabric Signage Sales Quantity by Application (2021-2026) & (K Units)

Table 142. Asia-Pacific Fabric Signage Sales Quantity by Application (2027-2032) & (K

Units)

Table 143. Asia-Pacific Fabric Signage Sales Quantity by Region (2021-2026) & (K Units)

Table 144. Asia-Pacific Fabric Signage Sales Quantity by Region (2027-2032) & (K Units)

Table 145. Asia-Pacific Fabric Signage Consumption Value by Region (2021-2026) & (USD Million)

Table 146. Asia-Pacific Fabric Signage Consumption Value by Region (2027-2032) & (USD Million)

Table 147. South America Fabric Signage Sales Quantity by Type (2021-2026) & (K Units)

Table 148. South America Fabric Signage Sales Quantity by Type (2027-2032) & (K Units)

Table 149. South America Fabric Signage Sales Quantity by Application (2021-2026) & (K Units)

Table 150. South America Fabric Signage Sales Quantity by Application (2027-2032) & (K Units)

Table 151. South America Fabric Signage Sales Quantity by Country (2021-2026) & (K Units)

Table 152. South America Fabric Signage Sales Quantity by Country (2027-2032) & (K Units)

Table 153. South America Fabric Signage Consumption Value by Country (2021-2026) & (USD Million)

Table 154. South America Fabric Signage Consumption Value by Country (2027-2032) & (USD Million)

Table 155. Middle East & Africa Fabric Signage Sales Quantity by Type (2021-2026) & (K Units)

Table 156. Middle East & Africa Fabric Signage Sales Quantity by Type (2027-2032) & (K Units)

Table 157. Middle East & Africa Fabric Signage Sales Quantity by Application (2021-2026) & (K Units)

Table 158. Middle East & Africa Fabric Signage Sales Quantity by Application (2027-2032) & (K Units)

Table 159. Middle East & Africa Fabric Signage Sales Quantity by Country (2021-2026) & (K Units)

Table 160. Middle East & Africa Fabric Signage Sales Quantity by Country (2027-2032) & (K Units)

Table 161. Middle East & Africa Fabric Signage Consumption Value by Country (2021-2026) & (USD Million)

Table 162. Middle East & Africa Fabric Signage Consumption Value by Country
(2027-2032) & (USD Million)

Table 163. Fabric Signage Raw Material

Table 164. Key Manufacturers of Fabric Signage Raw Materials

Table 165. Fabric Signage Typical Distributors

Table 166. Fabric Signage Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Fabric Signage Picture

Figure 2. Global Fabric Signage Revenue by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Fabric Signage Revenue Market Share by Type in 2025

Figure 4. Banner Signage Examples

Figure 5. Flag Signage Examples

Figure 6. Light Box Signage Examples

Figure 7. Others Examples

Figure 8. Global Fabric Signage Revenue by Fabric Material, (USD Million), 2021 & 2025 & 2032

Figure 9. Global Fabric Signage Revenue Market Share by Fabric Material in 2025

Figure 10. Backlit Fabric Examples

Figure 11. Blockout Fabric Examples

Figure 12. Others Examples

Figure 13. Global Fabric Signage Revenue by Size, (USD Million), 2021 & 2025 & 2032

Figure 14. Global Fabric Signage Revenue Market Share by Size in 2025

Figure 15. Standard Sizes Examples

Figure 16. Custom Oversized Examples

Figure 17. Unit Modules Examples

Figure 18. Global Fabric Signage Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 19. Global Fabric Signage Revenue Market Share by Application in 2025

Figure 20. Commercial Advertising Examples

Figure 21. Event Logo Examples

Figure 22. Decoration Examples

Figure 23. Others Examples

Figure 24. Global Fabric Signage Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 25. Global Fabric Signage Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 26. Global Fabric Signage Sales Quantity (2021-2032) & (K Units)

Figure 27. Global Fabric Signage Price (2021-2032) & (US\$/Unit)

Figure 28. Global Fabric Signage Sales Quantity Market Share by Manufacturer in 2025

Figure 29. Global Fabric Signage Revenue Market Share by Manufacturer in 2025

Figure 30. Producer Shipments of Fabric Signage by Manufacturer Sales (\$MM) and Market Share (%): 2025

Figure 31. Top 3 Fabric Signage Manufacturer (Revenue) Market Share in 2025

Figure 32. Top 6 Fabric Signage Manufacturer (Revenue) Market Share in 2025

Figure 33. Global Fabric Signage Sales Quantity Market Share by Region (2021-2032)

Figure 34. Global Fabric Signage Consumption Value Market Share by Region (2021-2032)

Figure 35. North America Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 36. Europe Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 37. Asia-Pacific Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 38. South America Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 39. Middle East & Africa Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 40. Global Fabric Signage Sales Quantity Market Share by Type (2021-2032)

Figure 41. Global Fabric Signage Consumption Value Market Share by Type (2021-2032)

Figure 42. Global Fabric Signage Average Price by Type (2021-2032) & (US\$/Unit)

Figure 43. Global Fabric Signage Sales Quantity Market Share by Application (2021-2032)

Figure 44. Global Fabric Signage Revenue Market Share by Application (2021-2032)

Figure 45. Global Fabric Signage Average Price by Application (2021-2032) & (US\$/Unit)

Figure 46. North America Fabric Signage Sales Quantity Market Share by Type (2021-2032)

Figure 47. North America Fabric Signage Sales Quantity Market Share by Application (2021-2032)

Figure 48. North America Fabric Signage Sales Quantity Market Share by Country (2021-2032)

Figure 49. North America Fabric Signage Consumption Value Market Share by Country (2021-2032)

Figure 50. United States Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 51. Canada Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 52. Mexico Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 53. Europe Fabric Signage Sales Quantity Market Share by Type (2021-2032)

Figure 54. Europe Fabric Signage Sales Quantity Market Share by Application (2021-2032)

Figure 55. Europe Fabric Signage Sales Quantity Market Share by Country (2021-2032)

Figure 56. Europe Fabric Signage Consumption Value Market Share by Country

(2021-2032)

Figure 57. Germany Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 58. France Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 59. United Kingdom Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 60. Russia Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 61. Italy Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 62. Asia-Pacific Fabric Signage Sales Quantity Market Share by Type (2021-2032)

Figure 63. Asia-Pacific Fabric Signage Sales Quantity Market Share by Application (2021-2032)

Figure 64. Asia-Pacific Fabric Signage Sales Quantity Market Share by Region (2021-2032)

Figure 65. Asia-Pacific Fabric Signage Consumption Value Market Share by Region (2021-2032)

Figure 66. China Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 67. Japan Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 68. South Korea Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 69. India Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 70. Southeast Asia Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 71. Australia Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 72. South America Fabric Signage Sales Quantity Market Share by Type (2021-2032)

Figure 73. South America Fabric Signage Sales Quantity Market Share by Application (2021-2032)

Figure 74. South America Fabric Signage Sales Quantity Market Share by Country (2021-2032)

Figure 75. South America Fabric Signage Consumption Value Market Share by Country (2021-2032)

Figure 76. Brazil Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 77. Argentina Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 78. Middle East & Africa Fabric Signage Sales Quantity Market Share by Type (2021-2032)

Figure 79. Middle East & Africa Fabric Signage Sales Quantity Market Share by Application (2021-2032)

Figure 80. Middle East & Africa Fabric Signage Sales Quantity Market Share by Country (2021-2032)

Figure 81. Middle East & Africa Fabric Signage Consumption Value Market Share by Country (2021-2032)

Figure 82. Turkey Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 83. Egypt Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 84. Saudi Arabia Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 85. South Africa Fabric Signage Consumption Value (2021-2032) & (USD Million)

Figure 86. Fabric Signage Market Drivers

Figure 87. Fabric Signage Market Restraints

Figure 88. Fabric Signage Market Trends

Figure 89. Porters Five Forces Analysis

Figure 90. Manufacturing Cost Structure Analysis of Fabric Signage in 2025

Figure 91. Manufacturing Process Analysis of Fabric Signage

Figure 92. Fabric Signage Industrial Chain

Figure 93. Sales Channel: Direct to End-User vs Distributors

Figure 94. Direct Channel Pros & Cons

Figure 95. Indirect Channel Pros & Cons

Figure 96. Methodology

Figure 97. Research Process and Data Source

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