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Global Personalized Books Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Personalized Books market size is expected to reach $ 1369 million by 2032, rising at a market growth of 4.1% CAGR during the forecast period (2026-2032).

In 2025, the global production of personalized books reached approximately 29.56 million copies, with an average global market price of around US$34,000 per thousand copies. In the same year, the global total production capacity of personalized books reached 37 million copies. The industry average gross profit margin of this product reached 58%.

Personalized books refer to customized publishing products that are designed based on a specific reader's name, photo, age, gender, interests, family members, anniversaries, life experiences, professional background, or other authorized personal information. The text, characters, illustrations, cover, storyline, and even layout of the book are customized and produced through digital printing, print-on-demand, or digital content generation. Compared to traditional standardized books, personalized books emphasize "one book per person" or "small-batch customization." Common products include children's name storybooks, growth albums, family storybooks, couple and wedding anniversary books, birthday gift books, pet-themed books, corporate anniversary albums, and picture books generated from user photos. Their core value lies in enhancing reader engagement, emotional value, and gift attributes by incorporating the reader or a specific individual into the content. Therefore, this type of product combines multiple attributes, including publishing, cultural creativity, digital content services, and personalized gifts.

The upstream of the personalized book industry chain mainly includes traditional printing raw material suppliers such as paper, ink, binding materials, and packaging

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materials, as well as digital content and technology service providers such as photographic images, illustration materials, fonts, copyrighted content, generative artificial intelligence models, image processing software, typesetting systems, cloud computing, and user data management systems. The midstream mainly consists of personalized book brand owners, content planning and copyright agencies, online customization platforms, design studios, digital printing companies, and on-demand printing service providers, responsible for user information collection, template design, personalized generation of stories and images, automatic typesetting, printing, binding, quality inspection, and order fulfillment. Some large platforms adopt an integrated model of "online design platform + automated content generation + on-demand printing + direct delivery". The downstream reaches consumers through brand websites, e-commerce platforms, social media, gift channels, bookstores, maternal and infant channels, photography agencies, schools and educational institutions, wedding companies, and corporate clients. The main demand comes from scenarios such as children's reading and education, birthday and festival gifts, family anniversaries, wedding anniversaries, pet anniversaries, graduation and growth records, and corporate customization. With the maturation of digital printing and automated typesetting technologies, the industry is gradually shifting from a traditional small-scale customization model based on manual design to a digital, platform-based, and flexible mass production model.

Personalized books have significant market potential, primarily driven by growing consumer demand for emotionally resonant, differentiated, and highly engaging cultural products, as well as the continuous improvement of on-demand printing, digital printing, AI-generated content, and e-commerce infrastructure. Particularly in the children's book market, incorporating children's names, images, family members, and interests into stories enhances reading interactivity and gift value; therefore, personalized children's picture books will remain a significant growth area for the industry. Simultaneously, non-children's occasions such as weddings, birthdays, anniversaries, pet keepsakes, and family portraits will continue to expand the market. The development of generative AI further reduces the marginal costs of story writing, character design, illustration generation, and multilingual localization, enabling personalized publishing, which previously relied heavily on manual design, to gradually achieve large-scale production. In the future, the focus of industry competition is expected to shift from simply the number of templates to original content creation capabilities, AI personalization, image generation quality, user privacy protection, copyright compliance, printing quality, delivery speed, and global local production capabilities. Companies with the ability to integrate content platforms, digital technologies, and flexible supply chains are expected to gain a more significant competitive advantage.

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Report Scope

This report studies the global Personalized Books production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Personalized Books 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 Personalized Books that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Personalized Books total production and demand, 2021-2032, (K Copies?)

Global Personalized Books total production value, 2021-2032, (USD Million)

Global Personalized Books production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Copies?), (based on production site)

Global Personalized Books consumption by region & country, CAGR, 2021-2032 & (K Copies?)

U.S. VS China: Personalized Books domestic production, consumption, key domestic manufacturers and share

Global Personalized Books production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Copies?)

Global Personalized Books production by Target Audience, production, value, CAGR, 2021-2032, (USD Million) & (K Copies?)

Global Personalized Books production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Copies?)

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This report profiles key players in the global Personalized Books 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 LoveBook, KD Novelties, NAMEE, Wonderbly, Fuzhou Qinghulu Culture and Creativity Co., Ltd., Imagitime, Shutterfly, Dinkleboo US, Hooray Heroes, librio, 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 Personalized Books market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), volume (production, consumption) & (K Copies?) and average price (US$/K Copies?) by manufacturer, by Target Audience, 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 Personalized Books Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

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Rest of World

Market Segmentation

Global Personalized Books Market, Segmentation by Target Audience:

Personalized Books for Infants and Toddlers

Personalized Books for Children

Personalized Books for Teens

Personalized Books for Adults

Global Personalized Books Market, Segmentation by Binding Style:

Paperback Personalized Books

Hardcover Personalized Books

Others

Global Personalized Books Market, Segmentation by Price Range:

<US$20

US$20–40

US$40–60

US$60–100

>US$100

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Global Personalized Books Market, Segmentation by Application:

Online Sales (Brand Websites, E-Commerce Platforms, Social Commerce, Mini-Programs, Online Customization Platforms, etc.)

Offline Sales (Brick-and-Mortar Bookstores, Maternity and Baby Stores, Creative Gift Shops, Department Store Counters, Schools and Educational Institutions, etc.)

Companies Profiled:

LoveBook

KD Novelties

NAMEE

Wonderbly

Fuzhou Qinghulu Culture and Creativity Co., Ltd.

Imagitime

Shutterfly

Dinkleboo US

Hooray Heroes

librio

Materlu

Story Bug

Skillman & Co., Ltd.

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TOPPAN Colorer Inc.

Near Networks Co., Ltd.

Basic International

Shanghai Zihun Culture Development Co., Ltd.

Guangzhou Yunle Digital Technology Co., Ltd.

Create-A-Book

Pinhole Press

Key Questions Answered

1. How big is the global Personalized Books market?
2. What is the demand of the global Personalized Books market?
3. What is the year over year growth of the global Personalized Books market?
4. What is the total value of the global Personalized Books market?
5. Who are the Major Players in the global Personalized Books market?
6. What are the growth factors driving the market demand?

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