

# Global Print on Demand (POD) Market 2026 by Company, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G05584E7DDE2EN.html>

Date: January 2026

Pages: 107

Price: US\$ 3,480.00 (Single User License)

ID: G05584E7DDE2EN

## Abstracts

According to our (Global Info Research) latest study, the global Print on Demand (POD) market size was valued at US\$ 7877 million in 2025 and is forecast to a readjusted size of US\$ 11132 million by 2032 with a CAGR of 5.1% during review period.

Print-on-demand (POD) is a modern production model based on digital workflows and automated printing systems. Its core lies in abandoning the traditional 'print first, sell later' model of large-scale inventory, instead producing and delivering 'single pieces or small batches' based on actual orders. The production process begins with digitized documents, using high-speed digital printers and automated cutting and binding equipment to achieve integrated and rapid output from data to finished products. The essence of POD is to bridge 'personalized, fragmented needs' with 'mass manufacturing capabilities.' Its greatest advantage lies in achieving true 'zero inventory,' significantly reducing warehousing costs and product obsolescence risks, and enabling extremely low minimum order quantities, highly customized content, and rapid iteration updates. It has become a core technological solution for publishing, commercial printing, personalized marketing materials, and customized textiles.

The market prospects for POD are highly aligned with three major trends: consumer personalization, supply chain agility, and sustainable development. Short-term drivers include the deepening development of global e-commerce, leading to a surge in demand from consumers and brands for small-batch, fast-delivery customized goods, especially in personalized publishing, customized apparel, and home decor. Mid-term development will revolve around 'technology integration' and 'service enhancement': On the one hand, printing quality, speed, and the range of printing materials will continue to break through, and will be combined with technologies such as AI design tools and 3D

printing to expand product boundaries; on the other hand, the service model will upgrade from simple manufacturing outsourcing to a one-stop solution integrating front-end design platforms, intelligent warehousing, and global logistics. In the long term, the 'destocking' and 'precision production' model represented by POD will become an important component in a wider range of manufacturing industries, powerfully promoting the circular economy. Despite challenges such as high initial equipment investment and lower unit costs compared to traditional mass printing, its enormous potential in responding to market fluctuations, reducing resource waste, and unleashing the creative economy will drive it from a niche market to a mainstream production method.

This report is a detailed and comprehensive analysis for global Print on Demand (POD) 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 Print on Demand (POD) market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Print on Demand (POD) market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Print on Demand (POD) market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Print on Demand (POD) 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 Print on Demand (POD)

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 Print on Demand (POD) 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 Printful, Gelato, Merchize, Prodigy, Printify, Redbubble, Amazon Merch on Demand, Zazzle, Society6, PODpartner, etc.

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

### **Market segmentation**

Print on Demand (POD) 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

B2C

B2B

Others

#### Market segment by Final Product Form

Paper Printed Products

Textiles

Others

## Market segment by Technology and Process

Based on Digital Printing Technology

Based on Direct Garmenting Technology

Based on Additive Manufacturing (3D Printing)

## Market segment by Application

Publishing Industry

Education

Marketing Company

Others

## Market segment by players, this report covers

Printful

Gelato

Merchize

Prodigi

Printify

Redbubble

Amazon Merch on Demand

Zazzle

Society6

PODpartner

POD Print

CustomCat

ReliablePOD

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 Print on Demand (POD) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Print on Demand (POD), with revenue, gross margin, and global market share of Print on Demand (POD) from 2021 to 2026.

Chapter 3, the Print on Demand (POD) 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 Print on Demand (POD) 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 Print on Demand (POD).

Chapter 13, to describe Print on Demand (POD) research findings and conclusion.

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