

Custom T-shirt Printing Market Size, Share & Trends Analysis Report By Printing Technique (Screen Printing, Digital Printing, Plot Printing), By Design, By Sales Channel, By End Use, By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Custom T-Shirt Printing Market Growth & Trends

The global custom t-shirt printing market size is anticipated to reach USD 9.18 billion by 2030, exhibiting a CAGR of 9.9% from 2022 to 2030, according to a new report by Grand View Research, Inc. Increasing preference for fashionable, customized, and unique clothing, as well as rising disposable income within the young population, are major factors driving demand for custom t-shirts worldwide. Customized t-shirts are primarily targeted toward the young population as these t-shirts allow them to design a t-shirt matching their style, personality, and preference.

Customized sportswear and trendy gym clothes are becoming more popular as people are getting into the athleisure trend. Sports teams and clubs of almost all sports worldwide have started wearing custom-designed jerseys and t-shirts with their unique logo and design. Every sporting club is nowadays following the trend to provide a unique appearance to their team players and increase their team's visibility. Sports-related activities across countries such as Germany, China, and India are witnessing significant growth with increasing investments by governments of these countries in sporting activities. As a result, the demand for custom printed t-shirts is expected to increase in the forthcoming years.

Customized t-shirts are printed using several techniques, including screen print, digital print, and plot print. The screen printing technique uses a predesigned stencil to develop the print on the cloth and is one of the most popular techniques. Furthermore, this technique requires a high use of labor. This technique has been observed to have high adoption in the Asia Pacific region due to low-cost labor availability.

Custom T-shirt Printing Market Report Highlights

The market for custom t-shirt printing is anticipated to witness substantial growth during the forecast period due to the increasing use of customized t-shirts for the promotion of a brand, company, movie, sports team, or league, among others

The screen printing segment accounted for the largest revenue share in 2021 owing to the high color vibrancy provided by this technique

The digital printing segment is expected to register the highest CAGR during the forecast period owing to lesser time and efforts involved in the process

The graphic designed shirts segment accounted for the largest revenue share in 2021 owing to the high demand for t-shirts with pre-printed graphics

The online sales channel segment is expected to register the highest CAGR during the forecast period owing to the convenience and selection offered by the online channel

The commercial end-use segment accounted for the largest revenue share in 2021 owing to the bulk demand from commercial users such as corporate and sports clubs

Asia Pacific accounted for the largest revenue share, followed by Europe, in 2021, owing to the presence of numerous market players and the high proliferation of the e-commerce industry in the region

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