

# **Direct To Film Printing Market Size, Share & Trends Analysis Report By Type (Dedicated DTF Printers, Hybrid Printers), By Film (Hot Peel Film, Cold Peel Film), By End Product (T-shirts, Hoodies, Sportswear, Caps), By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 3 Business days

### **Direct To Film Printing Market Size & Trends**

The global direct to film printing market size was valued at USD 2.72 billion in 2024 and is projected to grow at a CAGR of 6.0% from 2025 to 2030. The growth is primarily influenced by factors such as the increasing adoption of advanced printing technologies, rising demand for customized and on-demand apparel, and growing business awareness of DTF printing's cost-effectiveness and versatility over traditional methods. Also, the expansion of e-commerce and the fashion industry further accelerates market growth. Furthermore, government support for expanding textile production, along with increasing private sector investments to keep pace with evolving fashion trends, has significantly contributed to the demand for DTF printing.

The rising demand for customized and on-demand apparel is a key driver of the DTF printing industry. As consumers increasingly seek unique, personalized designs, businesses face challenges such as high production costs, long turnaround times, and limitations with traditional printing methods. DTF printing provides a cost-effective and efficient solution, enabling vibrant, high-quality prints on a variety of fabrics with minimal setup time. To meet this growing demand, major companies are investing in

advanced DTF printing technologies. For instance, in January 2025, Roland DGA Corporation announced the North American launch of the Roland DG TY-300, a state-of-the-art DTF printer engineered for superior image quality, productivity, and cost efficiency. The TY-300 delivers transfer graphics up to four times faster than competing models while minimizing operational costs.

The expansion of e-commerce and the fashion industry is driving the DTF printing market. In 2024, e-commerce sales hit USD 1,192.6 billion, growing 8.1% from 2023 and accounting for 16.1% of total retail sales. As brands shift to on-demand, personalized apparel, DTF printing offers a fast, cost-effective solution with vibrant, durable prints. Its ability to support customization and sustainable production makes it essential in the evolving fashion and e-commerce landscape.

As governments worldwide implement policies to modernize textile infrastructure and enhance production capabilities, businesses are leveraging these opportunities to adopt advanced DTF printing technologies. This surge in investment and innovation is driving efficiency, cost-effectiveness, and high-quality output in apparel customization. For instance, in August 2023, the Indian government approved seven PM MITRA Parks with a USD 535 million investment to boost textile infrastructure by 2028. As the industry adapts to evolving fashion trends, DTF printing is gaining traction for its efficiency, cost-effectiveness, and high-quality output, making it a key player in the future of textile manufacturing.

A major challenge in the DTF Printing market is ink and film quality variability, which directly impacts print durability, color vibrancy, and adhesion to fabrics. Inconsistent ink formulations can lead to fading, cracking, or poor washability, while subpar film materials may result in peeling or weak transfers.

## Global Direct To Film Printing Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2023 to 2030. For this study, Grand View Research has segmented the global direct to film printing market report based on type, film, end product, and region.

Type Outlook (Revenue, USD Million, 2023 - 2030)

Dedicated DTF Printers

Hybrid Printers

Roll-to-Roll Printers

UV printers

Film Outlook (Revenue, USD Million, 2023 - 2030)

Hot Peel Film

Cold Peel Film

End Product Outlook (Revenue, USD Million, 2023 - 2030)

T-shirts

Hoodies

Sportswear

Caps

Bags

Others

Regional Outlook (Revenue, USD Million, 2023 - 2030)

North America

U.S.

Canada

Mexico

Europe

U.K.

Germany

France

Italy

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

Latin America

Brazil

Middle East & Africa (MEA)

UAE

Kingdom of Saudi Arabia (KSA)

South Africa

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