

Direct To Garment Printing Market Size, Share & Trends Analysis Report By Operation (Single Pass, Multi Pass), By Substrate (Cotton, Silk), By Ink Type (Sublimation, Pigment), By Application, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Direct To Garment Printing Market Trends

The global direct to garment printing market size was estimated at USD 1.92 billion in 2024 and is projected to grow at a CAGR of 13.0% from 2025 to 2030. DTG printing has emerged as a transformative technology within the apparel industry. This process involves printing digital designs directly onto fabric using inkjet technology, eliminating the need for traditional methods such as screen printing or embroidery. The DTG printing industry has witnessed substantial growth in recent years, driven by a confluence of factors including technological advancements, changing consumer preferences, and the rise of e-commerce.

The industry encompasses a broad spectrum of activities, from the production of printing equipment to the creation and distribution of printed apparel. Key market segments include printer manufacturers, ink suppliers, pre-treatment chemical providers, and apparel brands and retailers. The industry is further segmented based on print volume, application (apparel, accessories), and geographic region.

A primary trend driving the industry is the increasing demand for personalized and customized apparel. Consumers are seeking unique products that reflect their styles and preferences. DTG printing enables mass customization, allowing for the creation of



one-of-a-kind garments with intricate designs and high-resolution images. Moreover, the rise of e-commerce platforms has facilitated the growth of on-demand printing, where orders can be fulfilled quickly and efficiently. Another significant trend is the growing emphasis on sustainability and eco-friendliness. DTG printing offers several environmental benefits compared to traditional methods. It reduces water consumption, waste generation, and chemical usage. Additionally, the ability to print on demand minimizes overproduction and inventory waste.

Technological advancements have played a crucial role in the development of the DTG printing industry. Improvements in print head technology, ink formulations, and pretreatment processes have led to higher print quality, expanded color gamut, and enhanced durability. These advancements have expanded the range of fabrics suitable for DTG printing, including cotton, polyester, and blends.

Despite its growth potential, the DTG printing industry faces certain challenges. Ink cost, pre-treatment requirements, and the need for specialized equipment can increase production costs compared to traditional methods. Furthermore, achieving consistent print quality across different fabric types can be complex. To address these challenges, industry players are investing in research and development to improve efficiency and reduce costs.

The industry is expected to continue expanding at a steady pace, driven by favorable market dynamics. The increasing adoption of digital technologies, changing consumer behavior, and growing environmental concerns will create new opportunities for market participants. However, intense competition, evolving consumer preferences, and economic fluctuations may pose challenges.

Global Direct to Garment Printing Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global direct to garment printing market report based on operation, substrate, ink type, application, and region.

Operation Outlook (Revenue, USD Million, 2018 - 2030)

Single Pass



Multi Pass
Substrate Outlook (Revenue, USD Million, 2018 - 2030)
Cotton
Silk
Polyester
Others
Ink Type Outlook (Revenue, USD Million, 2018 - 2030)
Sublimation
Pigment
Reactive
Acid
Others
Application Outlook (Revenue, USD Million, 2018 - 2030)
Clothing/Apparel
Home Decor
Soft Signage
Industrial
Regional Outlook (Revenue, USD Million, 2018 - 2030)
North America

U.S.



Canada

Mexico

Europe

Germany

UK

France

Asia Pacific

China

India

Japan

Australia

South Korea

Latin America

Brazil

Middle East & Africa (MEA)

United Arab Emirates (UAE)

Kingdom of Saudi Arabia (KSA)

South Africa

Companies Mentioned

Direct To Garment Printing Market Size, Share & Trends Analysis Report By Operation (Single Pass, Multi Pass),...



aeoon Technologies GmbH Brother International Corporation Durst Group Kornit Digital Ltd. Mimaki Engineering Co., Ltd. KONICA MINOLTA Ricoh Company, Ltd. ROLAND DG ROQ International Sawgrass Technologies Inc. Seiko Epson Corporation The M&R Companies



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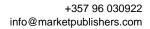
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