

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 pre-treatment 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

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Research Methodology
 - 1.2.1. Information Procurement
- 1.3. Information or Data Analysis
- 1.4. Methodology
- 1.5. Research Scope and Assumptions
- 1.6. Market Formulation & Validation
- 1.7. Country Based Segment Share Calculation
- 1.8. List of Data Sources

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

CHAPTER 3. DIRECT TO GARMENT PRINTING MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Market Dynamics
 - 3.2.1. Market Driver Analysis
 - 3.2.2. Market Restraint Analysis
 - 3.2.3. Industry Challenge
- 3.3. Direct to Garment Printing Market Analysis Tools
 - 3.3.1. Industry Analysis - Porter's
 - 3.3.1.1. Bargaining power of the suppliers
 - 3.3.1.2. Bargaining power of the buyers
 - 3.3.1.3. Threats of substitution
 - 3.3.1.4. Threats from new entrants
 - 3.3.1.5. Competitive rivalry
 - 3.3.2. PESTEL Analysis
 - 3.3.2.1. Political landscape
 - 3.3.2.2. Economic landscape
 - 3.3.2.3. Social landscape

- 3.3.2.4. Technological landscape
- 3.3.2.5. Environmental landscape
- 3.3.2.6. Legal landscape

CHAPTER 4. DIRECT TO GARMENT PRINTING MARKET: OPERATION ESTIMATES & TREND ANALYSIS

- 4.1. Segment Dashboard
- 4.2. Direct to Garment Printing Market: Operation Movement Analysis, 2024 & 2030 (USD Million)
- 4.3. Single Pass
 - 4.3.1. Single Pass Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 4.4. Multi Pass
 - 4.4.1. Multi Pass Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 5. DIRECT TO GARMENT PRINTING MARKET: SUBSTRATE ESTIMATES & TREND ANALYSIS

- 5.1. Segment Dashboard
- 5.2. Direct to Garment Printing Market: Substrate Movement Analysis, 2024 & 2030 (USD Million)
- 5.3. Cotton
 - 5.3.1. Cotton Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 5.4. Silk
 - 5.4.1. Silk Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 5.5. Polyester
 - 5.5.1. Polyester Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 5.6. Others
 - 5.6.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 6. DIRECT TO GARMENT PRINTING MARKET: INK TYPE ESTIMATES & TREND ANALYSIS

- 6.1. Segment Dashboard
- 6.2. Direct to Garment Printing Market: Ink Type Movement Analysis, 2024 & 2030 (USD Million)
- 6.3. Sublimation
 - 6.3.1. Sublimation Market Revenue Estimates and Forecasts, 2018 - 2030 (USD

Million)

6.4. Pigment

6.4.1. Pigment Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.5. Reactive

6.5.1. Reactive Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.6. Acid

6.6.1. Acid Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.7. Others

6.7.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 7. DIRECT TO GARMENT PRINTING MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

7.1. Segment Dashboard

7.2. Direct to Garment Printing Market: Application Movement Analysis, 2024 & 2030 (USD Million)

7.3. Clothing/Apparel

7.3.1. Clothing/Apparel Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

7.4. Home Decor

7.4.1. Home Decor Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

7.5. Soft Signage

7.5.1. Soft Signage Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

7.6. Industrial

7.6.1. Industrial Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 8. DIRECT TO GARMENT PRINTING MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

8.1. Direct to Garment Printing Market Share, By Region, 2024 & 2030, USD Million

8.2. North America

8.2.1. North America Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.2.2. U.S.

8.2.2.1. U.S. Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.2.3. Canada

8.2.3.1. Canada Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.2.4. Mexico

8.2.4.1. Mexico Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.3. Europe

8.3.1. Europe Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.3.2. U.K.

8.3.2.1. U.K. Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.3.3. Germany

8.3.3.1. Germany Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.3.4. France

8.3.4.1. France Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.4. Asia Pacific

8.4.1. Asia Pacific Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.4.2. China

8.4.2.1. China Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.4.3. Japan

8.4.3.1. Japan Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.4.4. India

8.4.4.1. India Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.4.5. South Korea

8.4.5.1. South Korea Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.4.6. Australia

8.4.6.1. Australia Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.5. Latin America

8.5.1. Latin America Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.5.2. Brazil

8.5.2.1. Brazil Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.6. Middle East and Africa

8.6.1. Middle East and Africa Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.6.2. UAE

8.6.2.1. UAE Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.6.3. KSA

8.6.3.1. KSA Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

8.6.4. South Africa

8.6.4.1. South Africa Direct to Garment Printing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 9. COMPETITIVE LANDSCAPE

9.1. Company Categorization

9.2. Company Market Positioning

9.3. Company Heat Map Analysis

9.4. Company Profiles/Listing

9.4.1. aeoon Technologies GmbH

9.4.1.1. Participant's Overview

9.4.1.2. Financial Performance

9.4.1.3. Product Benchmarking

9.4.1.4. Strategic Initiatives

9.4.2. Brother International Corporation

9.4.2.1. Participant's Overview

9.4.2.2. Financial Performance

9.4.2.3. Product Benchmarking

9.4.2.4. Strategic Initiatives

9.4.3. Durst Group

9.4.3.1. Participant's Overview

9.4.3.2. Financial Performance

9.4.3.3. Product Benchmarking

9.4.3.4. Strategic Initiatives

9.4.4. KONICA MINOLTA

9.4.4.1. Participant's Overview

9.4.4.2. Financial Performance

- 9.4.4.3. Product Benchmarking
- 9.4.4.4. Strategic Initiatives
- 9.4.5. Kornit Digital Ltd.
 - 9.4.5.1. Participant's Overview
 - 9.4.5.2. Financial Performance
 - 9.4.5.3. Product Benchmarking
 - 9.4.5.4. Strategic Initiatives
- 9.4.6. Mimaki Engineering Co., Ltd.
 - 9.4.6.1. Participant's Overview
 - 9.4.6.2. Financial Performance
 - 9.4.6.3. Product Benchmarking
 - 9.4.6.4. Strategic Initiatives
- 9.4.7. Ricoh Company, Ltd.
 - 9.4.7.1. Participant's Overview
 - 9.4.7.2. Financial Performance
 - 9.4.7.3. Product Benchmarking
 - 9.4.7.4. Strategic Initiatives
- 9.4.8. ROLAND DG
 - 9.4.8.1. Participant's Overview
 - 9.4.8.2. Financial Performance
 - 9.4.8.3. Product Benchmarking
 - 9.4.8.4. Strategic Initiatives
- 9.4.9. ROQ International
 - 9.4.9.1. Participant's Overview
 - 9.4.9.2. Financial Performance
 - 9.4.9.3. Product Benchmarking
 - 9.4.9.4. Strategic Initiatives
- 9.4.10. Sawgrass Technologies Inc.
 - 9.4.10.1. Participant's Overview
 - 9.4.10.2. Financial Performance
 - 9.4.10.3. Product Benchmarking
 - 9.4.10.4. Strategic Initiatives
- 9.4.11. Seiko Epson Corporation
 - 9.4.11.1. Participant's Overview
 - 9.4.11.2. Financial Performance
 - 9.4.11.3. Product Benchmarking
 - 9.4.11.4. Strategic Initiatives
- 9.4.12. The M&R Companies
 - 9.4.12.1. Participant's Overview

9.4.12.2. Financial Performance

9.4.12.3. Product Benchmarking

9.4.12.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 Global Direct to Garment Printing Market size estimates & forecasts 2018 - 2030 (USD Million)

Table 2 Global Direct to Garment Printing Market, by region 2018 - 2030 (USD Million)

Table 3 Global Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 4 Global Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)

Table 5 Global Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)

Table 6 Global Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

Table 7 Single pass market, by region 2018 - 2030 (USD Million)

Table 8 Multi pass market, by region 2018 - 2030 (USD Million)

Table 9 Cotton market, by region 2018 - 2030 (USD Million)

Table 10 Silk market, by region 2018 - 2030 (USD Million)

Table 11 Polyester market, by region 2018 - 2030 (USD Million)

Table 12 Others market, by region 2018 - 2030 (USD Million)

Table 13 Sublimation market, by region 2018 - 2030 (USD Million)

Table 14 Pigment market, by region 2018 - 2030 (USD Million)

Table 15 Reactive market, by region 2018 - 2030 (USD Million)

Table 16 Acid market, by region 2018 - 2030 (USD Million)

Table 17 Others market, by region 2018 - 2030 (USD Million)

Table 18 Clothing/Apparel market, by region 2018 - 2030 (USD Million)

Table 19 Home Decor market, by region 2018 - 2030 (USD Million)

Table 20 Soft Signage market, by region 2018 - 2030 (USD Million)

Table 21 Industrial market, by region 2018 - 2030 (USD Million)

Table 22 North America Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 23 North America Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)

Table 24 North America Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)

Table 25 North America Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

Table 26 U.S. Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 27 U.S. Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)
Table 28 U.S. Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)
Table 29 U.S. Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)
Table 30 Canada Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)
Table 31 Canada Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)
Table 32 Canada Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)
Table 33 Canada Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)
Table 34 Mexico Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)
Table 35 Mexico Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)
Table 36 Mexico Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)
Table 37 Mexico Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)
Table 38 Europe Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)
Table 39 Europe Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)
Table 40 Europe Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)
Table 41 Europe Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)
Table 42 U.K. Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)
Table 43 U.K. Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)
Table 44 U.K. Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)
Table 45 U.K. Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)
Table 46 Germany Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)
Table 47 Germany Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)
Table 48 Germany Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)

Million)

Table 49 Germany Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

Table 50 France Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 51 France Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)

Table 52 France Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)

Table 53 France Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

Table 54 Asia Pacific Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 55 Asia Pacific Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)

Table 56 Asia Pacific Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)

Table 57 Asia Pacific Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

Table 58 China Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 59 China Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)

Table 60 China Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)

Table 61 China Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

Table 62 India Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 63 India Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)

Table 64 India Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)

Table 65 India Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

Table 66 Japan Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 67 Japan Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)

Table 68 Japan Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)

Million)

Table 69 Japan Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

Table 70 Australia Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 71 Australia Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)

Table 72 Australia Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)

Table 73 Australia Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

Table 74 South Korea Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 75 South Korea Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)

Table 76 South Korea Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)

Table 77 South Korea Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

Table 78 Latin America Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 79 Latin America Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)

Table 80 Latin America Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)

Table 81 Latin America Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

Table 82 Brazil Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 83 Brazil Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)

Table 84 Brazil Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)

Table 85 Brazil Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

Table 86 MEA Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 87 MEA Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)

Table 88 MEA Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD

Million)

Table 89 MEA Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

Table 90 UAE Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 91 UAE Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)

Table 92 UAE Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)

Table 93 UAE Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

Table 94 KSA Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 95 KSA Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)

Table 96 KSA Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)

Table 97 KSA Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

Table 98 South Africa Direct to Garment Printing Market, by Operation 2018 - 2030 (USD Million)

Table 99 South Africa Direct to Garment Printing Market, by process 2018 - 2030 (USD Million)

Table 100 South Africa Direct to Garment Printing Market, by Ink Type 2018 - 2030 (USD Million)

Table 101 South Africa Direct to Garment Printing Market, by application 2018 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Direct to Garment Printing Market segmentation
- Fig. 2 Market research process
- Fig. 3 Information procurement
- Fig. 4 Primary research pattern
- Fig. 5 Market research approaches
- Fig. 6 Value chain-based sizing & forecasting
- Fig. 7 Parent market analysis
- Fig. 8 Market formulation & validation
- Fig. 9 Direct to Garment Printing Market snapshot
- Fig. 10 Direct to Garment Printing Market segment snapshot
- Fig. 11 Direct to Garment Printing Market competitive landscape snapshot
- Fig. 12 Market research process
- Fig. 13 Market driver relevance analysis (Current & future impact)
- Fig. 14 Market restraint relevance analysis (Current & future impact)
- Fig. 15 Direct to Garment Printing Market, Operation outlook key takeaways (USD Million)
- Fig. 16 Direct to Garment Printing Market Operation movement analysis 2024 & 2030 (USD Million)
- Fig. 17 Single Pass market revenue estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 18 Multi Pass market revenue estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 19 Direct to Garment Printing Market: Substrate outlook key takeaways (USD Million)
- Fig. 20 Direct to Garment Printing Market: Substrate movement analysis 2024 & 2030 (USD Million)
- Fig. 21 Cotton market revenue estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 22 Silk market revenue estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 23 Polyester market revenue estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 24 Others market revenue estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 25 Direct to Garment Printing Market: Ink Type outlook key takeaways (USD Million)
- Fig. 26 Direct to Garment Printing Market: Ink Type movement analysis 2024 & 2030 (USD Million)
- Fig. 27 Sublimation market revenue estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 28 Pigment market revenue estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 29 Reactive market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 30 Acid market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 31 Others market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 32 Direct to Garment Printing Market: Application outlook key takeaways (USD Million)

Fig. 33 Direct to Garment Printing Market: Application movement analysis 2024 & 2030 (USD Million)

Fig. 34 Clothing/Apparel market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 35 Home Decor market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 36 Soft Signage market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 37 Industrial market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 38 Regional marketplace: Key takeaways

Fig. 39 Direct to Garment Printing Market: Regional outlook, 2024 & 2030 (USD Million)

Fig. 40 North America Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 41 U.S. Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 42 Canada Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 43 Mexico Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 44 Europe Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 45 U.K. Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 46 Germany Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 47 France Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 48 Asia Pacific Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 49 Japan Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 50 China Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 51 India Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 52 Australia Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 53 South Korea Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 54 Latin America Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 55 Brazil Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 56 MEA Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 57 KSA Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 58 UAE Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 59 South Africa Direct to Garment Printing Market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 60 Strategy framework

Fig. 61 Company Categorization

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