

Print On Demand Market Size, Share & Trends Analysis Report By Platform (Software, Service), By Software (Stand-alone, Integrated), By Product (Apparel, Home Decor, Drinkware), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Print On Demand Market Growth & Trends

The global print on demand market size is anticipated to reach USD 39.40 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 26.1% from 2022 to 2030. Print-on-demand is a technology that enables artists, designers, writers, and numerous entrepreneurs to sell custom-designed products by collaborating with white-label product suppliers. It eliminates the need of maintaining an inventory as after the confirmation of a sale the supplier takes care of the order including from printing to shipping. With the increasing demand for personalized products, the growth of the print-on-demand industry is expected to rise in near future.

In the initial emergence of the COVID-19 in 2020, almost every industry was affected due to restrictions imposed on business operations and processes. However, some of the industries were able to recover immediately owing to the adoption of online business models and changing preference of the consumers to buy goods from online retail platforms over local stores. For instance, according to IBM's U.S. Retail Index 2020 report, the COVID-19 has narrowed this gap by approximately five years. This in turn is expected to boost the demand for print-on-demand services.

The market has also benefitted from growing investments and the shift from brick-and-mortar business models to online business models, which, in turn, are driving the print on demand market growth. With the rapidly changing consumption patterns among global consumers and preference for hybrid shopping. Among all other generations, Gen Z majorly prefers hybrid shopping. For instance, according to IBM's U.S. Retail Index data published in September 2021, approximately 36% of the Gen Z population prefers the hybrid shopping method.

Print On Demand Market Report Highlights

In terms of platform, the software segment accounted for the largest revenue share in 2021 and is expected to retain its dominance over the forecast period. This can be attributed to the increasing investment in technology by print-on-demand service providers. The service segment is anticipated to expand at the highest CAGR of 28.4% over the forecast period

In terms of software, the integrated segment accounted for the largest revenue share in 2021 and is expected to retain its dominance over the forecast period. Additionally, this segment is likely to register a CAGR of 23.7% over the forecast period. The growth of this segment can be attributed to factors such as quick configuration, cost efficiency, and flexibility

Based on product, the apparel segment accounted for the largest revenue share in 2021 and is expected to retain its dominance over the forecast period. This can be attributed to the rising demand for fashion apparel and the growing online fashion retail space. For instance, Printify. Inc. and Redbubble Ltd. reported the apparel segment having the largest share of sales in the product category in recent years. The home decor segment is anticipated to expand at the highest CAGR of 27.7% over the forecast period

North America captured the highest market in 2021 and is expected to retain its position over the forecast period. This can be attributed to the presence of a large number of print-on-demand players in the region. Additionally, technology and manufacturing infrastructure in the region are also driving market growth in this region. The Asia Pacific region is anticipated to expand at the highest CAGR of over 27.9% over the forecast period

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