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U.S. Digital Printed Textile Market Size, Share & Trends Analysis Report By Application (Home Textile, Apparel, Industrial, Soft Signage) Forecast, 2022 - 2030

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Abstracts

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U.S. Digital Printed Textile Market Growth & Trends

The U.S. digital printed textile market size is expected to reach USD 2,519.6 million by 2030, according to a new report by Grand View Research, Inc. The market is expected to register a CAGR of 15.9% from 2022 to 2030. Increasing demand for soft signage applications is providing opportunities for digital textile printers is expected to drive the market growth.

The primary raw material required for digitally printed textiles includes different types of fabrics such as cotton, wool, viscose, silk, polyesters, and blends. The players attempt to offset the cost fluctuations of materials by developing high-margin solutions, improving productivity, and increasing the selling prices.

Technological changes in digital textile printing are expected to substantially influence the market dynamics. Fabric suppliers provide a wide range of fabrics for digital textile printing with a larger preference for cotton, silks, and polyester that represents the main substrates, thus, influencing the value chain.

Major players are investing in research and development and are concentrated on introducing new products in the market to enhance customer productivity, thereby attaining business growth in the market. The players in the industry are focusing on

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growing the company through appropriate business acquisition opportunities along with the development of partnerships to enhance geographic presence, technologies, and product offerings.

U.S. Digital Printed Textile Market Report Highlights

Home textile applications are expected to witness the fastest growth from 2022 to 2030, at a CAGR of 17.0%, on account of its broad product portfolio including bed linens, curtains, rugs, and upholstery

Apparel applications would account for a dominant share of around 42% in 2030 since designers have increased the inclusion of digitally printed apparel in their work due to its ease of production and customization

Industrial textile application is expected to reach USD 148.1 million by 2030, owing to the increase in the adoption of the same in industrial applications, such as in semiconductors, automotive, and sports applications

The soft signage applications accounted for USD 114.6 million in 2021, these are widely used in making banners, flags, store decors, and backlit displays. They are also a better alternative to traditional options due to the properties of the fabrics used

The major players in the industry are also employing efforts in the new product development to make use of advanced digitally printed textiles, thus offering stimulus to their plans to generate a circular economy in their production operations.

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