

Digital Textile Printing Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global digital textile printing market reached a value of US\$ 2.24 Billion in 2021. Looking forward, IMARC Group expects the market to reach a value of US\$ 3.74 Billion by 2027, exhibiting a CAGR of 8.65% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Digital textile printing refers to an inkjet-based technology that enables manufacturers to print colorants and designs on several fabrics, such as cotton, polyester, and silk. It involves pretreatment, design creation, printing, drying, and post-treatment procedures to ensure the permanency of patterns. Digital textile printing is a cost-effective, flexible, durable, and eco-friendly solution that requires minimal operational space. Due to these properties, it is extensively employed in various industrial segments for producing high-resolution fine patterns. At present, digital textile printing is commercially available in varying types, such as multi-pass direct-to-textile and single-pass textile printers.

Digital Textile Printing Market Trends:

The increasing demand for printing textiles and fabric materials across several industry verticals has prompted manufacturers to switch to digital printing technology on account of their minimal operational costs and easy installation. This, in turn, represents as a prime factor driving digital textile printing market growth. In line with this, rapid technological advancements and the establishment of advanced printing solutions that rely on ultraviolet (UV) and eco solvents for publishing operations are acting as other growth-inducing factors. Moreover, the extensive utilization of digital textile printing in the clothing, automobiles, e-commerce, soft-signage, media and advertisements applications for producing promotional wears, banners, flags, labels, and aesthetically

appealing product packaging is propelling the market growth. Along with this, it is further deployed for printing various electronic devices, such as circuit boards, solar cells, and periodic lateralized epileptiform discharge (PLED), which is supporting the market growth. Other factors, such as strategic collaborations amongst the top players and the extensive research and development (R&D) activities for introducing three-dimensional (3D) digital textile printing solutions, are creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global digital textile printing market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on printing method, substrate type, ink type and application.

Breakup by Printing Method:

Roll-to-Roll Printing

Direct-to-Garment Printing

Breakup by Substrate Type:

Cotton

Silk

Polyester

Others

Breakup by Ink Type:

Reactive

Acid

Direct Disperse

Sublimation

Pigments

Others

Breakup by Application:

Garment and Apparels

Home Furnishing Textiles

Technical Textiles

Display and Signage

Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being aeoon Technologies gmbh, AM Printex Solutions, ColorJet Group, Dover Corporation, Electronics For Imaging Inc., Fisher Textiles Inc., Hollanders Printing Solutions B.V., HP Inc., Huntsman Corporation, Mimaki Engineering Co. Ltd., Ricoh Company Ltd., Roland Corporation and Seiko Epson Corporation.

Key Questions Answered in This Report:

How has the global digital textile printing market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global digital textile printing market?

What are the key regional markets?

What is the breakup of the market based on the printing method?

What is the breakup of the market based on the substrate type?

What is the breakup of the market based on the ink type?

What is the breakup of the market based on the application?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global digital textile printing market and who are the key players?

What is the degree of competition in the industry?

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