

Photo Printing and Merchandise Market Report by Product Type (Prints, Wall Arts, Cards, Photo Gifts, Photo Books, Calendars, and Others), Printing Type (Digital Printing, Film Printing), Device Used (Desktop, Mobile), Distribution Channel (Instant Kiosk, Online Stores, Retail Stores, and Others), and Region 2024-2032

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Abstracts

The global photo printing and merchandise market size reached US\$ 21.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 33.5 Billion by 2032, exhibiting a growth rate (CAGR) of 5% during 2024-2032. The growing utilization of smartphones among individuals on account of the easy availability of internet facilities worldwide, rising demand for personalized photo prints for gifting purposes, and technological advancements are some of the major factors propelling the market.

Photo printing and merchandise are gifting and decoration products on which photographs are printed. They comprise cards, calendars, keychains, mugs, cushions, clocks, t-shirts, and canvases. They rely on dye sublimation techniques that assist in providing long-lasting and vibrant results and can be printed on a wide variety of materials. They allow individuals to preserve and display digital images on a physical object for personal use, decoration, and gifting purposes. As they are widely utilized by organizations for promotion purposes, the demand for photo printing and merchandise is increasing across the globe.

At present, rising demand for scratch-resistant and durable photo printing products are bolstering the growth of the market. In addition, the growing demand for photo printing and merchandise due to the increasing popularity of corporate giftings is offering a

positive market outlook. Apart from this, the wide availability of photo printing and merchandise through online and offline distribution channels across the globe is propelling the growth of the market. Moreover, the increasing utilization of photo printing for decorative purposes in houses is offering lucrative growth opportunities to industry investors. Besides this, the rising number of photo printing services around the world is strengthening the growth of the market. Furthermore, the rising demand for immediate printing technologies that save time for individuals is contributing to the growth of the market.

Photo Printing and Merchandise Market Trends/Drivers:

Rising utilization of smartphones is propelling the market growth

There is a rise in the adoption of smartphones as they offer convenience and quick services to users. Users are also preferring enhanced resolution images and modern photography due to the rising influence of social media. Apart from this, smartphones are widely available through various distribution channels, along with economical internet facilities. Moreover, increasing improvements in broadband infrastructure and internet speed are impelling the growth of the market. Furthermore, the growing adoption of smartphones on account of the increasing popularity of social networking among individuals around the world is offering a favorable market outlook.

Growing demand for personalized photo prints is positively influencing the market

There is an increase in the consumer preferences for personalized photo prints for gifting purposes as compared to conventional and simple prints. People are gifting personalized photo printed greeting cards, as they are unique. In line with this, the young population is more inclined toward gifting exclusive and creative products to their friends, family members, and colleagues. Apart from this, there is a rise in the demand for personalized photo printed books and calendars that are cost-effective, durable, and useful. Furthermore, the increasing employment of personalized photo prints of individuals on cakes is strengthening the growth of the market.

Technological advancements is stimulating market growth

Various technological advancements in printing technology, such as lenticular printing, are bolstering the growth of the photo printing and merchandise market. In addition, lenticular printing provides high-definition prints and is widely utilized for creating three-dimensional (3D) prints with an illusion of depth on the merchandise. The advanced printing technology for advertising purposes provides better visual appeal to customers.

They also prefer high clarity photo printing and merchandise products that are versatile and durable. Furthermore, various companies are adopting lenticular printing to increase their brand awareness and generate more revenues in a business. Moreover, shopkeepers are using 3D displays to increase consumer traffic in the physical stores.

Photo Printing and Merchandise Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global photo printing and merchandise market report, along with forecasts at the global, regional, and country levels from 2024-2032. Our report has categorized the market based on product type, printing type, device used, and distribution channel.

Breakup by Product Type:

- Prints
- Wall Arts
- Cards
- Photo Gifts
- Photo Books
- Calendars
- Others

Prints dominate the photo printing and merchandise market

The report has provided a detailed breakup and analysis of the photo printing and merchandise market based on the product type. This includes prints, wall arts, cards, photo gifts, photo books, calendars, and others. According to the report, prints represented the largest segment on account of the increasing customer demand for three-dimensional (3D) prints and images across the globe. In addition, the rising utilization of prints on a wide variety of products for gifting purposes is bolstering the growth of the market.

Furthermore, the increasing adoption of photo printing on wall arts to enhance the aesthetic of the house is supporting the growth of the market. In line with this, the growing demand for religious and nature related photo printing in residential areas is contributing to the growth of the market.

The growing adoption of photo printing for birthday cards is strengthening the growth of the market. Apart from this, the increasing utilization of photo printing on wedding and invitation cards to give a royal look is impelling the growth of the market.

Breakup by Printing Type:

Digital Printing

Film Printing

Digital printing holds the biggest market share

A detailed breakup and analysis of the photo printing and merchandise market based on the printing type has also been provided in the report. This includes digital printing and film printing. According to the report, digital printing accounted for the largest market share. The rising utilization of digital printing on shirts, mugs, and bags, as it requires few droplets of ink to transfer the image, is contributing to the growth of the market. In line with this, the increasing integration of artificial intelligence (AI) in digital printing to automate the process is propelling the growth of the market. Moreover, the rising consumer preference for digital printing to provide an enhanced and attractive look to a product is bolstering the growth of the market. Besides this, the increasing demand for digital printing, as it can make small print in a short turnaround time with a lower cost per unit, is impelling the growth of the market.

Film printing is the traditional method of printing images in which different inks can be used for printing. Besides this, the rising demand for film printing, as it produces clean images, is contributing to the growth of the market.

Breakup by Device Used:

Desktop

Mobile

Desktop accounts for the majority of the market share

A detailed breakup and analysis of the photo printing and merchandise market based on the device used has also been provided in the report. This includes desktop and mobile. According to the report, desktop accounted for the largest market share. Desktop printers are widely utilized for photo printing, as they are compact. In line with this, the increasing adoption of desktop printers among large scale businesses, as they easily and efficiently cater to the demand for large commercial photo requirements, is bolstering the growth of the market.

The rising utilization of mobiles for photo printing and merchandise, as they are versatile, flexible, and portable as compared to desktops, is contributing to the growth of the market. Apart from this, the increasing number of mobile phone users around the world is strengthening the growth of the market. In addition, the rising utilization of mobiles, as they have high resolution cameras that assist in improving picture quality, is supporting the growth of the market.

Breakup by Distribution Channel:

- Instant Kiosk
- Online Stores
- Retail Stores
- Others

Online stores represent the largest market share

A detailed breakup and analysis of the photo printing and merchandise market based on the distribution channel has also been provided in the report. This includes instant kiosk, online stores, retail stores, and others. According to the report, online stores accounted for the largest market share as they provide convenience and a variety of choice to individuals. Apart from this, the rising adoption of photo printing and merchandise solutions through online stores, as they have a wide variety of products with different sizes and shapes and offer home delivery options to customers, is bolstering the growth of the market.

The wide availability of photo printing and merchandise through retail stores across the globe is propelling the growth of the market. In addition, the growing preference for retail stores, as they have easy accessibility to photo printing and merchandise and avoid shipping costs, is positively influencing the market.

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

North America exhibits a clear dominance, accounting for the largest photo printing and merchandise market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa.

North America held the biggest market share due to the quick and early acceptance of photo printing among individuals. In addition, the presence of various photo printing companies in the region is supporting the growth of the market. Besides this, the rising emergence of advanced printing devices is strengthening the growth of the market.

Asia Pacific is estimated to expand further in this domain due to the thriving e-commerce sector. In line with this, the increasing development of new features and capabilities in digital cameras is contributing to the growth of the market. Apart from this, rising improvements in wireless connectivity networks is propelling the growth of the market in the region.

Competitive Landscape:

Key players in the industry are rapidly advancing their digital printing technologies to provide reliable, cost-effective, and easy to use solutions. In addition, various companies are engaging in partnerships to expand their product portfolios, generate more revenues, create brand awareness, and provide premium photographic services to customers across the globe. In line with this, there is an increase in the demand for professional photography advice and individualized framing services. Apart from this, several players are introducing online photo printing services that allow customers to print digital photos and order personalized photo books and stationery products. Furthermore, the rising mergers and acquisitions (M&A) among companies to increase product segments, such as metal prints and albums, is impelling the market growth.

The report has provided a comprehensive analysis of the competitive landscape in the global photo printing and merchandise market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

American Greetings Corporation
Bay Photo Inc. (Circle Graphics Inc.)
Card Factory
Cimpress NV
Digitalab Ltd.
Eastman Kodak Company
Hallmark Cards Inc.
Hewlett Packard Enterprise Development LP
Shutterfly Inc.
Walgreens Co. (Walgreens Boots Alliance Inc.)

Recent Developments:

In 2021, Card Factory announced the opening of a new store at Flintshire Retail Park in North Wales to expand their product portfolio and strengthen retail business. In April 2021, Eastman Kodak Company acquired the assets of ECRM Incorporated's computer-to-plate (CTP) device business for the graphic arts and newspaper industries. In December 2022, American Greetings and Alicia Keys introduced a new Creatacard™ customized holiday digital greetings designed by 15-time GRAMMY® award-winning artist and worldwide-celebrated music icon, Alicia Keys.

Key Questions Answered in This Report

1. What was the size of the global photo printing and merchandise market in 2023?
2. What is the expected growth rate of the global photo printing and merchandise

market during 2024-2032?

3. What has been the impact of COVID-19 on the global photo printing and merchandise market?
4. What are the key factors driving the global photo printing and merchandise market?
5. What is the breakup of the global photo printing and merchandise market based on the product type?
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9. What are the key regions in the global photo printing and merchandise market?
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Figure 90: Global: Photo Printing and Merchandise Industry: Porter's Five Forces Analysis

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