

Portable Printer Market Report by Technology (Inkjet, Thermal, Impact), Connectivity (Wireless, USB, Bluetooth, Ethernet), Distribution Channel (Online, Offline), Industry Vertical (Healthcare, Retail, Telecom, Transportation and Logistics, and Others), and Region 2024-2032

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Abstracts

The global portable printer market size reached US\$ 13.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 23.4 Billion by 2032, exhibiting a growth rate (CAGR) of 6.1% during 2024-2032.

Portable printers, also known as mobile printers, are compact and lightweight peripheral devices that can be connected via Bluetooth or a universal serial bus (USB). They are utilized by business travelers to revise documents and share them with clients. They are also used for printing bill receipts in petrol pumps, shops, credit card terminals, hotels and restaurants. Besides this, portable printers improve the productivity of the operations team and front-line workers by enabling them to generate invoices quickly. As a result, these printers find extensive applications in retail, healthcare, hospitality, manufacturing, e-commerce and logistics sectors around the world.

Portable Printer Market Trends:

At present, there is a rise in the penetration of the internet across the globe. This, along with the growing utilization of smart devices, such as tablets and smartphones, represents one of the key factors driving the market. Moreover, there is an increase in the need for mobile workforce management among numerous industries. This, coupled with the rising adoption of the bring your own device (BYOD) policy in different organizations to improve the productivity of employees, is propelling the growth of the

market. In addition, organizations are focusing on innovating and modernizing their business worldwide. Besides this, the growing employment of printers for printing barcode and radio-frequency identification (RFID) labels are positively influencing the market. Furthermore, businesses are enhancing their customer experience to streamline documentation by issuing pick-up notices and delivery receipts at the point of delivery, which is catalyzing the demand for portable printers. Furthermore, key market players are focusing on research and development (R&D) activities for better battery runtime. These players are also extensively investing in building digital infrastructures, which is projected to bolster their overall sales and profitability.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global portable printer market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on technology, connectivity, distribution channel and industry vertical.

Breakup by Technology:

- Inkjet
- Thermal
- Impact

Breakup by Connectivity:

- Wireless
- USB
- Bluetooth
- Ethernet

Breakup by Distribution Channel:

- Online
- Offline

Breakup by Industry Vertical:

- Healthcare
- Retail
- Telecom

Transportation and Logistics
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 Bixelon Co. Ltd., Brother Industries Ltd., Canon Inc., Citizen Systems Japan Co. Ltd. (The Citizen Watch Company Ltd.), Fujitsu Limited, Hewlett-Packard Development Company LP, Honeywell International Inc., Printek LLC., Sato Holdings Corporation, Seiko Epson Corporation, Star Micronics Co. Ltd. and Toshiba TEC Corporation (Toshiba Corporation).

Key Questions Answered in This Report

1. How big is the global portable printer market?
2. What is the expected growth rate of the global portable printer market during 2024-2032?
3. What are the key factors driving the global portable printer market?
4. What has been the impact of COVID-19 on the global portable printer market?
5. What is the breakup of the global portable printer market based on the technology?
6. What is the breakup of the global portable printer market based on the connectivity?
7. What are the key regions in the global portable printer market?
8. Who are the key players/companies in the global portable printer market?

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