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India Web-To-Print Market Assessment, By Structure [Organized, Un-organized], By Product [Photobooks, Customized T-shirts & accessories, Business ID & lanyards, Signage & Canopies, Others], By End-user [B2B, B2C], By Region, Opportunities and Forecast, FY2017-FY2031

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Abstracts

India's Web-To-Print market has experienced significant growth in recent years and is expected to maintain a strong pace of expansion in the coming years. With projected revenue of approximately USD 600 million in FY2023, the market is forecasted to reach a value of USD 2569.6 million by FY2031, displaying a robust CAGR of 19.94% from FY2024 to FY2031.

Web-to-print technology streamlines printing operations, lowers prices, enhances customization, and enables simple online ordering, catering to a wide range of print demands while speeding up the printing sector's development. India's web-to-print market continues to grow owing to rising demand for personalized and customized print items like t-shirts, business cards, promotional materials, and packaging, driving the adoption of web-to-print solutions. Artificial intelligence and innovative digital press printing are changing the Indian web-to-print sector. It provides tailored product suggestions, realistic previews, and detailed customization possibilities, improving the user experience and encouraging industry innovation while meeting India's rising need for customized print products. The pandemic has expedited the trend toward online purchasing and distant work, increasing the demand for web-to-print services to satisfy printing demands effectively.

The rising need for personalized and customized print goods like business cards,

marketing materials, and packaging propels India's web-to-print market. Customers want one-of-a-kind, customized solutions that reflect their brand and individuality. Web-to-print technology enables easy customization and real-time ordering, allowing businesses to satisfy this demand quickly and boosting market development while aligning with the changing customer preferences.

For instance, in September 2023, Design'N'Buy unveiled All-in-One Web2Print 5.0, a versatile web-to-print solution. It includes B2B storefronts, improved template control, and a form-based quick editor, effectively bridging the gap between B2C and B2B markets by catering to their specific needs.

Rising Trend of Customization

India's web-to-print market is thriving due to the country's fast digitization. Online printing services are now widely available due to increased internet connectivity and smartphone usage. According to the report by IAMAI, approx. 759 million citizens in India will now be active internet users in 2023 and access the internet at least once a month. Furthermore, India's active internet user base is expected to grow significantly, close to 900 million by 2025. This digital transition has increased online print goods purchases. With their customization choices, real-time order tracking, and low cost, web-to-print technologies are well suited to this trend. Furthermore, the flourishing e-commerce industry has increased demand for bespoke packaging and promotional materials, a market where web-to-print services stand out. Digitization has provided a favorable atmosphere for expanding India's web-to-print market, improving accessibility, efficiency, and convenience in print buying.

For example, in September 2023, Canva offered Canva Whiteboards, which enable creative and orderly idea visualization for individuals and enterprises alike. It provides templates for various purposes, from event planning to work and study duties, while encouraging cooperation and convenience of use with availability on PC and mobile .

POD Ignites India's Web Printing

Print-on-demand (POD) is a primary driver of India's web-to-print market. POD enables companies to print whatever they require, cutting expenses and minimizing raw material waste. POD provides an appealing option in a fast-changing corporate world where customization and short response times are critical.

To address these expectations efficiently, Indian companies are increasingly turning to

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web-to-print services. Web-to-print solutions provide seamless ordering, modification, and printing of customized marketing materials, items, or on-demand packaging. Web-to-print technology meets these needs flawlessly, providing a simplified procedure from order placing through delivery.

For example, in 2022, Printo Document Services Pvt. Ltd., a leading print-on-demand company in India, saw its revenue surpassing USD 5.07 million in total revenue. The company has 28 retail stores across 6 cities and have serviced more than 1 million customers online & offline.

Improving Operational Efficiencies Supporting India's Web-to-Print Market Growth

India's web-to-print business grows owing to its organized environment, which provides efficient procedures, modern technology, and scalability. Trusted print service providers and e-commerce giants expertly meet the rising demand for customized print products. Their extensive online platforms and smart investments improve consumer experiences and encourage healthy competition, increasing the adoption of web-to-print solutions while advancing the whole sector. Also, Web to Print contributes by redefining the user experience using cutting-edge technologies such as AI, AR, and 3D printing, guaranteeing that India's web-to-print sector remains at the forefront of innovation and growth.

For instance, in November 2022, Canva provided a flexible platform for streamlining holiday duties ranging from event planning to personalized gifts. Users may create various holiday-themed things, and Canva Print distribute them further.

South Region Dominates the India Web-To-Print Market

South region's dominance in India's web-to-print market is attributed to the country's high internet and smartphone penetration rates. This digital infrastructure has made online printing services more accessible to businesses and consumers in the South region, adding to the region's leadership in India's web-to-print market. Rising disposable income in South India has increased expenditure on personalized and customized items. This economic expansion has translated into increased demand for customized print goods, from personalized gifts to company promotional materials.

South India has a sizable presence of small and medium-sized enterprises (SMEs). These businesses rapidly understand the benefits of web-to-print technologies for their marketing and branding needs, helping the area maintain its dominance.

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Government Initiatives

The Indian government has launched multiple initiatives to increase India's web-to-print market. These include fostering digital literacy, encouraging small and medium-sized enterprises (SMEs) to utilize e-commerce, and offering financial incentives and subsidies for technology adoption. Furthermore, regulations protecting data security and privacy have been created to increase confidence in online transactions. Furthermore, the 'Make in India' initiative encourages regional manufacturing of printing equipment and supplies, decreasing reliance on imports. Overall, these activities aim to encourage growth in India's web-to-print market while encouraging innovation, job creation, and economic development in India.

For example, in March 2023, Guidelines for Indian Government Websites and Apps (GIGW) 3.0 enhance user experience, accessibility, and cybersecurity. Developed collaboratively, it advises government entities on UI/UX, integration with digital public infrastructure, and alignment with evolving technical standards. It outlines roles and responsibilities for implementation, evaluation, and conformity, emphasizing improved quality and security. GIGW 3.0 is a comprehensive resource for government web and app enhancement.

Impact of COVID-19

The COVID-19 pandemic has a significant influence on India's web-to-print market. Before the pandemic, the businesses were gradually expanding, fueled by e-commerce usage and growing desire for customized items. The competition among web-to-print providers was strong for promoting innovation and improving client experiences. However, the market dynamics evolved considerably in the aftermath of COVID-19. E-commerce increased as consumers and companies sought contactless buying options, which benefited India web-to-print market. Demand for online printing of marketing materials, signs, and customized goods has increased. To adapt and prosper, traditional print enterprises have started embracing web-to-print technologies. Nonetheless, the industry faced its own obstacles, including supply chain disruptions and economic uncertainty, emphasizing the importance of adaptation and innovation in the shifting post-pandemic context.

Key Players Landscape and Outlook

India web-to-print market is expanding rapidly, with many prominent companies driving

the way. The landscape is being shaped by companies such as India Int-Tech Private Limited, Tech Udyam Solutions Pvt. Ltd., Radix Software Services Pvt Ltd., Shree Printwell Offset Pvt Ltd., Photobook Worldwide Sdn. Bhd., etc. The growing need for customized printing solutions, particularly in the e-commerce, corporate, and promotional sectors, is driving this market. As digitalization spreads in India, these businesses capitalize on the need for efficient and customized printing services. The market forecast is still upbeat, emphasizing technological integration, automation, and customer experience improvement.

In October 2022, OnPrintShop released an updated and completely integrated 4Over API solution for Web-to-Print, automating product migration, tailored product display, shipping cost calculation, and order updates, hence easing print operations for enterprises.

In September 2022, Canva Print developed its catalog of over 35 products, offering easy, affordable, and sustainable printing preferences, with free in-store pickup at selected locations. Automated proofing ensures high-quality results, with One Print, One Tree Initiative to plant a tree for every print order.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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