

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, 2016-2030F

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Abstracts

The global web-to-print market has experienced significant growth in recent years and is expected to maintain a strong pace of expansion. With a projected revenue of USD 27.51 billion in 2022, the market is forecasted to reach an expected value of USD 40.6 billion by 2030, displaying a robust CAGR of 8.07% from 2023 to 2030.

Web-to-print services simplify print ordering, customization, and delivery. They improve efficiency, minimize errors, save money, enable personalization, and give simple worldwide access, making printing more comfortable and accessible. The web-to-print market is growing significantly owing to the global accessibility of web-to-print services. These solutions are accessible to a wide customer base, breaking geographical barriers and expanding market reach. Another factor in the growth of the web-to-print market is the inception of innovative printing technologies introduced by startups like PrintOS. These startups are harnessing the power of AI, AR, and 3D printing. Moreover, emerging startups and simplified digital transformation make it essential for print suppliers managing data-intensive operations, thereby contributing to the growing acceptance rate in the web-to-print market. For instance, in May 2023, PrintOS allowed real-time production monitoring with increased efficiency by 50% along with automated quality control. They maintained print consistency with over 22,000 HP Indigo users, including 4,000 daily users.

The Power of Automation is Revolutionizing the Industry

The web-to-print market is undergoing a major transition as an outcome of automation. This technology is changing how organizations function by integrating automated operations across the workflow. Manual processes such as order processing, file preparation, and proofing were formerly time-consuming and error prone. Automation, on the other hand, is altering the dynamics of competition. Order processing automation guarantees quick and error-free order input, while modern pre-flighting technologies automatically check and fix files, eliminating delays, and costly revisions.

Also, automatic proofreading and approval systems give clients real-time previews, which improves the overall experience. This trend toward automation reduces operating costs and speeds up turnaround times, making the web-to-print market more competitive and responsive to client requests. As the sector embraces automation, it is prepared for long-term growth, satisfying the demands of a rising market for efficient, cost-effective, and personalized print solutions.

Higher Demand for Customized Printed Products

The rising demand for personalized printed items is propelling the web-to-print market forward. Individuals and organizations want distinctive, customized printing solutions in today's consumer-centric environment to stand out in a competitive market. Using web-to-print technology, customers may effortlessly customize various items, from business cards and promotional materials to clothes and home decor. The need for self-expression, branding, and creating unique experiences drives the demand for personalization. Web-to-print solutions provide simple design tools that allow customers to adapt their goods to their tastes and needs. The option to see and approve designs online further improves the client experience.

For example, in August 2023, OnPrintShop launched an upgraded version (10.1) of its web-to-print software. This update offers better user-friendliness with features like page-specific size customization, enhanced search, packing slip support, integration with Picsart and 4Over, improved mass personalization, a job board dashboard, country-specific IP management, etc. for a smoother web-to-print process.

Trend of Storing Memories in Hard Copy Format

The trend of transforming digital memories into print format is gaining momentum, offering a tangible and lasting way to cherish and share personal experiences captured

in the digital age. Photobooks dominate the web-to-print market due to their persistent appeal in the digital age, providing physical reminders for cherished moments. Moreover, Photobook demand has risen due to user-friendly customizing preferences, abundant digital photographs, and technical developments. These qualities make photobooks a leading selection for transforming digital memories into cherished mementos.

For instance, in November 2022, Canva's visual communication platform streamlined holiday preparations by providing templates for diverse events, personalized presents, and festive print items. Users can design photo books, t-shirts, stationery, calendars, and other items, making the Christmas season more accessible and pleasant for everybody .

The North America Dominates Web-To-Print Market

North America holds a major position in the web-to-print market, owing to its mature and well-developed e-commerce infrastructure, which easily integrates web-to-print solutions, giving a diversified variety of customizable print goods to a diverse client base. The region's existing printing sector readily embraces web-to-print technologies, responding to the growing need for customized print solutions. Moreover, the North American companies are recognized for their tech-savvy attitude, which has resulted in the development of sophisticated web-to-print solutions with user-friendly interfaces and rich customization choices. Furthermore, the region's huge and diverse industry, including marketing, advertising, and e-commerce, produces significant demand for web-to-print services. North America's leadership in the web-to-print market stems from its strong digital environment, mature printing sector, inventive attitude, and broad clientele.

For example, in September 2023, Fiery LLC launched the Fiery FS600 Pro platform, enhancing automation, color management, and job processing for digital presses, aiming to boost the productivity and efficiency of the market in this region.

Government Initiatives

Government initiatives in the web-to-print market emphasize using digital technologies to improve communication, cut costs, and increase accessibility. The United States Government Publishing Office (GPO) exhibits this by cooperating with the FedEx Office, to provide large printing discounts to qualifying entities such as government agencies and United States Postal Service personnel. This collaboration promotes web-to-print

technologies inside government institutions, fostering ease and cost savings. Similarly, governments worldwide are expanding their investments in online platforms and automation to help with document generation, procurement, and dissemination. These projects seek to increase efficiency, minimize paper use, and ensure timely information delivery. Furthermore, many governments encourage sustainability by supporting environmentally friendly printing techniques, which correspond with greater environmental objectives.

Impact of COVID-19

The COVID-19 pandemic has significantly impacted the web-to-print market. Before the COVID-19 epidemic, the web-to-print market constantly expanded, fueled by demand for customized print products. However, in the post-pandemic context, the web-to-print market accelerated its expansion significantly. The pandemic forced businesses to swiftly adjust to remote labor and shifting consumer behavior, increasing the demand for web-to-print services. During the pandemic, the importance of e-commerce and digital solutions was underlined, boosting the web-to-print market even further. The market responded with improved online design tools, more flexible order processing, and better supply chain management to satisfy the rising demand. Overall, the COVID-19 epidemic has accelerated the adoption of web-to-print technologies, making them an essential component of current company operations.

Impact of the Russia-Ukraine War

The Russia-Ukraine war has disrupted supply chains, particularly in Eastern Europe, where many printing materials and equipment are manufactured. This disruption has led to supply shortages and increased prices for printing-related products, affecting the overall cost structure of the web-to-print market. The geopolitical instability and economic sanctions resulting from the war have created uncertainty in global markets, causing businesses to reassess their budgets and spending priorities. This has, in turn, affected their investments in web-to-print solutions and customization services. Additionally, the war has generated heightened political and economic instability, making businesses more cautious about expanding into new markets, including web-to-print services. Overall, the Russia-Ukraine war has introduced significant challenges and uncertainties to the web-to-print market, impacting supply chains, pricing, and investment decisions.

Key Players Landscape and Outlook

The market forecast is positive as organizations and consumers desire more personalized print solutions. Digital printing technology advancements, the ease of online platforms, and the incorporation of novel technologies such as Web3Print drive market development. Furthermore, the market is expected to see additional innovation, with a greater choice of services and solutions available to meet the changing requirements of a diversified consumer base.

In March 2023, Canva, introduced a range of new AI-driven design tools and brand management capabilities. They are accessible to users of Canva's Visual Worksuite. Moreover, Canva has observed a significant growth in its monthly user base, with an increase of 35 million users over the past six months, now totaling 120 million users since the launch of its Visual Worksuite. In June 2022, Aleyant partnered with Ultimate TechnoGraphics to integrate Ultimate Imposition, an imposition solution, with Aleyant Pressero web-to-print software, streamlining print workflows and automation .

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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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