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Digital Textile Printing Market by Printing Process (Roll to Roll, DTG), Ink Type (Sublimation, Pigment, Reactive, Acid), Application (Textile & Decor, Industrial, Soft Signage, Direct to Garment), and Geography - Global Forecast to 2023

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Abstracts

“The global digital textile printing market is expected to register a CAGR of 5.59% between 2018 and 2023”

The digital textile printing market is expected to be worth USD 2.31 billion by 2023 from USD 1.76 billion in 2018, at a CAGR of 5.59% between 2018 and 2023. The growing demand for sustainable printing; increasing demand for digital textile printing in the garment and advertising industries; shortening lifespan and faster adaptability of fashion designs; development of new technologies in the textile industry; reduced per unit cost of printing with digital printers, and growth of the e-commerce industry are the major factors driving the market. However, the growing popularity of digital advertising media is one of the factors restraining the digital textile printing market growth.

“Roll to Roll printing process held the largest market share in 2017”

The global digital textile printing market for roll to roll printing process held the largest share in 2017. In 2017, more than 70% of the total digital textile printing market was dominated by the roll to roll printing process. Roll to roll digital printers are majorly used in textile and decor, soft signage, and industrial applications. The major applications in textile and decor are home textile, upholstery, linens, drapery, ties, sportswear, footwear, clothes, interior decor, etc. Applications in the soft signage and industrial segments include carpets, posters, banners, flags, vehicle wrapping, wallpaper, building material, POS display, etc.

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“Market for direct to garment application is expected to witness a significant growth between 2018 and 2023”

The market for direct to garment application is expected to grow significantly during the forecast period. Fast moving fashion cycles, cost advantage on short run cycles, creative designs, quick time to market for new trends, reduced wastage, and low power consumption are some of the major factors which will drive the market for direct to garment applications.

“Market for sublimation ink is expected to witness a significant growth between 2018 and 2023”

The market for digital textile printing market for ink is expected to grow significantly during the forecast period. Sublimation inks are widely used in the textile as well as the clothing and soft signage segments owing to benefits such as non-solubility, resistance to damage, and colorfastness. Sublimation inks are used on polyester, acetate rayon, poly-lycra, and acrylics and require post-treatment heat. In 2017, the textile and decor and direct to garment segments contributed the major share to the digital textile printing market. Polyester is used extensively in digital textile printing owing to benefits such as colorfastness, strength, and durability, and also due to its resistance to stretch, shrinkage, and abrasion. With the growing demand for textiles across the globe and the rising demand for polyester fabrics in the textile industry, the textile and decor and direct to garment segments will continue to account for the maximum share of this market during the next five years as well.

“Europe held the largest market share in 2017 and is expected to exhibit considerable growth during the forecast period”

Europe is expected to hold the largest share of the digital textile printing market during the forecast period owing to the growing demand from the fashion industry. Digital textile printers are deployed at a rapid rate in Europe to meet the need of faster turnaround times, shorter runs, and more variable data printing with high quality. The market in Europe is fully supported by government bodies in various countries, with several laws for free trade, favorable tariffs, and low import and export taxes. In addition, the availability of learned and skilled resources in European countries makes it a preferred region for research laboratories and organizations.

Break-up of the profiles of primary participants:

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By Company Type: Tier 1 – 52%, Tier 2 – 21%, and Tier 3 – 27%

By Designation: C-Level Executives – 63% and Managers – 37%

By Region: North America – 21%, Europe – 40%, Asia Pacific – 24%, and Rest of the World – 15%

The report includes the company profiles of the market for prominent players including Aeoon Technologies GmbH (Austria), ATPColor Srl (Italy), Bordeaux Digital PrintInk Ltd. (Israel), Durst Phototechnik AG (Italy), Hollanders Printing Systems B.V. (Netherlands), Kornit Digital (Israel), SPGPrints B.V. (Netherlands), Brother International Corporation (Japan), Colorjet Group (India), d.gen Inc. (South Korea), Konica Minolta, Inc. (Japan), Mimaki Engineering Co., Ltd. (Japan), Mutoh Holdings Co. Ltd. (Japan), Ricoh Company Ltd (Japan), Roland DG Corporation (Japan), Seiko Epson Corporation (Japan), DuPont (US), Electronics for Imaging, Inc. (US), and Huntsman International LLC (US).

Research Coverage:

This research report categorizes the global digital textile printing market on the basis of printing process, ink type, application, and geography. The report describes the major drivers, restraints, challenges, and opportunities pertaining to the market; value chain analysis; and market ranking analysis.

Reasons to Buy the Report

The report would help leaders/new entrants in this market in the following ways:

1. This report segments the digital textile printing market comprehensively and provides the closest market size estimation for subsegments across different regions.
2. The report would help stakeholders understand the pulse of the market and provide them the information on key drivers, restraints, challenges, and opportunities for market growth.
3. This report would help stakeholders understand their competitors better and gain insights to improve their position in the business. The competitive landscape section includes the competitor ecosystem, product launches, acquisitions, partnerships, expansions, agreements, contracts, alliances, and collaborations.

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About

According to the new market research report on the "Digital Textile Printing Market by Printing Process (Roll to Roll, DTG), Ink Type (Sublimation, Pigment, Reactive, Acid), Application (Textile & Decor, Industrial, Soft Signage, Direct to Garment), and Geography - Global Forecast to 2023", this market is expected to be worth USD 2.31 Billion by 2023 from USD 1.76 Billion in 2018, at a CAGR of 5.59% between 2018 and 2023. The major factors driving the growth of the digital textile printing industry include the growing demand for sustainable printing; increasing demand for digital textile printing in the garment and advertising industries; shortening lifespan and faster adaptability of fashion designs; development of new technologies in the textile industry; reduced per unit cost of printing with digital printers, and growth of the e-commerce industry.

The key players in this industry are:

Aeoon Technologies GmbH (Austria),

ATPColor Srl (Italy),

Bordeaux Digital PrintInk Ltd. (Israel),

Durst Phototechnik AG (Italy),

Hollanders Printing Systems B.V. (Netherlands),

Kornit Digital (Israel),

SPGPrints B.V. (Netherlands),

Brother International Corporation (Japan),

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d.gen Inc. (South Korea),

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Mimaki Engineering Co., Ltd. (Japan),

Mutoh Holdings Co. Ltd. (Japan),

Ricoh Company Ltd (Japan),

Roland DG Corporation (Japan),

Seiko Epson Corporation (Japan),

DuPont (US),

Electronics For Imaging, Inc. (US), and

Huntsman International LLC (US).

The report also profiles the most promising players in the digital textile printing market. The competitive landscape of the market presents an interesting picture of the strategies adopted by a large number of players.

Roll to Roll printing process expected to hold largest market share by 2023

The roll to roll printing process is expected to hold the largest share of the digital textile printing market during the forecast period. Currently, the roll to roll printing process accounts for more than two-thirds of the digital textile printing market and is majorly used in textile & decor, soft signage, and industrial applications. The major applications in textile & decor are home textile, upholstery, linens, drapery, scarves, ties, bags, sportswear, footwear, clothes, interior decor, etc. Applications in the soft signage and industrial segments include carpets, posters, banners, flags, vehicle wrapping, wallpaper, building material, POS display, etc.

Direct to Garment application to grow at highest rate during forecast period

The direct to garment application is estimated to register the highest CAGR during the forecast period. Fast moving fashion cycles, cost advantage on short run cycles, creative designs, quick time to market for new trends, reduced wastage, and low power consumption are some of the major factors which will drive the market for direct to garment applications. According to industry experts, the future of fashion is all about

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customization. Consumers choose to wear the shape, size, prints, and colors that best suit them. The fashion industry is going through an evolution regarding how it gets products from the runway during a fashion week to stores and ultimately customers' wardrobes quicker than ever. This has led to a shift in the entire production timeline.

Europe likely to hold largest share of digital textile printing market during forecast period

Europe is expected to hold the largest share of the digital textile printing market during the forecast period owing to the economic recovery and increased growth in the printing industry. Digital textile printers are increasingly being deployed in Europe to meet the need for faster turnaround times, shorter runs, and more variable data printing with high quality. The use of digital textile printers in the fashion industry is another factor driving the growth of this market in this region.

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