+357 96 030922
info@marketpublishers.com

Direct To Shape Printer Market Forecasts to 2032 – Global Analysis By Type (Single Pass Printers and Multi-Pass Printers), Ink Type, Printing Technology, Application, End User and By Geography

https://marketpublishers.com/r/D1C97989E65BEN.html
Date: April 2025
Pages: 150
Price: US$ 4,150.00 (Single User License)
ID: D1C97989E65BEN

Abstracts

According to Stratistics MRC, the Global Direct To Shape Printer Market is accounted for $3.1 billion in 2025 and is expected to reach $5.6 billion by 2032 growing at a CAGR of 8.6% during the forecast period. Direct-to-Shape (DTS) printer is an advanced technology that directly prints images, text, and graphics onto three-dimensional objects without requiring labels or additional packaging. Using specialized inkjet or laser methods, it ensures precise, high-quality prints on diverse surfaces like bottles and containers. DTS printing enhances branding efficiency, reduces material waste, and supports quick design modifications for industries such as food & beverage, cosmetics, and pharmaceuticals. This technology plays a crucial role in sustainable packaging by eliminating excess labels and streamlining production. As digital printing evolves, DTS printers are increasingly shaping modern product personalization and packaging solutions.

Market Dynamics:

Driver:

Rising demand for on-demand, custom packaging

Businesses are shifting towards on-demand printing solutions to customize packaging without relying on traditional labels, reducing material waste and improving production flexibility. The ability to print directly onto irregular surfaces provides manufacturers with enhanced design capabilities, allowing for intricate graphics and personalized branding.

+357 96 030922
info@marketpublishers.com

Consumer preferences for unique, visually appealing packaging have further propelled the demand for DTS printers, particularly in sectors such as food & beverage, cosmetics, and pharmaceuticals.

Restraint:

Limited printing speed compared to traditional labeling

Traditional printing techniques such as rotogravure and flexography allow for mass production at significantly higher speeds, whereas DTS printing requires meticulous ink application on diverse surfaces. This slower throughput can be a limitation for industries requiring large-scale packaging with rapid turnaround times. Additionally, the complexity of aligning direct prints on curved or textured surfaces further slows down the process, necessitating specialized equipment and software solutions.

Opportunity:

Integration with smart packaging & variable data printing (VDP)

The integration of RFID tags, QR codes, and interactive digital elements into direct-print surfaces enables businesses to enhance customer engagement and track products efficiently. Variable data printing (VDP) allows for real-time customization, enabling brands to implement dynamic designs based on consumer preferences or promotions. Industries such as pharmaceuticals and logistics benefit from DTS printing's capability to incorporate serialized data directly onto product surfaces, improving traceability. Additionally, the shift towards sustainable and digital-first packaging accelerates the adoption of DTS printers in industries seeking minimal material waste and innovative branding solutions.

Threat:

Competition from hybrid or digital labeling systems

Many manufacturers prefer hybrid approaches, allowing for cost-effective and rapid label application while leveraging DTS printing for specialty designs. Additionally, advancements in digital label printers provide high-speed, multi-layered customization that rivals the quality of DTS prints. Some industries, particularly beverage and pharmaceutical sectors, rely on pre-printed labels due to regulatory requirements, limiting the applicability of direct printing solutions.

+357 96 030922
info@marketpublishers.com

Covid-19 Impact:

The COVID-19 pandemic disrupted manufacturing operations globally, affecting the availability of raw materials and slowing production timelines for DTS printers. Supply chain interruptions led to increased costs in ink formulations and printhead components, delaying new product launches in the printing industry. As supply chains stabilized post-pandemic, industries such as cosmetics, food & beverage, and pharmaceuticals renewed investments in DTS technology to meet changing consumer expectations.

The multi-pass printers segment is expected to be the largest during the forecast period

The multi-pass printers segment is expected to account for the largest market share during the forecast period due to its ability to deliver high-resolution, intricate designs on diverse packaging materials. Unlike single-pass systems, multi-pass printers allow for layered ink application, improving print durability and visual quality. Industries requiring detailed graphics, premium packaging, and enhanced brand aesthetics prefer multi-pass DTS printers for superior outcomes.

The inkjet printing segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the inkjet printing segment is predicted to witness the highest growth rate due to continuous advancements in printhead precision and ink formulations. Inkjet-based DTS printers enable fine-detail printing, rapid color transitions, and scalability, making them highly adaptable across industries. With improvements in UV-curable inks and surface adhesion techniques, inkjet DTS printing is becoming more viable for hard-to-print materials such as glass, metal, and plastic.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share driven by strong manufacturing capabilities and rising adoption of digital printing technologies. Countries such as China, Japan, and South Korea are investing heavily in advanced printing solutions across industries including cosmetics, beverages, and pharmaceuticals. Favourable government policies supporting sustainable packaging and technological innovation have encouraged businesses to integrate DTS printing for on-demand and custom packaging solutions.

+357 96 030922
info@marketpublishers.com

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR fueled by increasing adoption of DTS printing in personalized consumer goods and smart packaging solutions. Companies across the cosmetics, food, and beverage sectors are transitioning toward direct-to-shape digital printing to enhance branding efficiency and reduce packaging waste. Additionally, advancements in eco-friendly ink formulations and compliance with sustainability regulations drive continued investment in DTS printing technology.

Key players in the market

Some of the key players in Direct To Shape Printer Market include 3D Systems Corporation, Agfa-Gevaert Group, Brother Industries, Ltd., Canon Inc., Durst Group, EFI (Electronics For Imaging, Inc.), HP Development Company, L.P., Konica Minolta, Inc., Kornit Digital Ltd., Markforged, Inc., Mimaki Engineering Co., Ltd., Ricoh Company, Ltd., Roland DG Corporation, Seiko Epson Corporation, Stratasys Ltd., Voxeljet AG, Xaar plc and Xerox Corporation.

Key Developments:

In June 2024, Velox Ltd. unveiled its Micro-Pixel Drop Shape Control technology, aimed at providing high-quality direct-to-shape digital printing for extruded plastic and laminated tubes. This innovation allows each ink drop to be precisely regulated, enabling photorealistic accuracy in images and ultra-sharp text and lines.

In August 2023, Memjet partnered with OPM Europa BV to create the LabelSaver, a robotic direct-to-shape printer integrating Memjet's VersaPass technology. The LabelSaver can print high-quality color directly on various objects, including metal paint cans and plastic containers, at a rate of 500 jerry cans per hour.

Types Covered:

- Single Pass Printers
- Multi-Pass Printers

Ink Types Covered:

+357 96 030922
info@marketpublishers.com

- Latex Inks
- Solvent-Based Inks
- UV-Curable Inks
- Water-Based Inks
- Other Ink Types

Printing Technologies Covered:

- Inkjet Printing
- Laser Printing
- Thermal Transfer Printing
- UV Printing
- Other Printing Technologies

Applications Covered:

- Bottle & Container Printing
- Cylindrical & Curved Surface Printing
- Custom Product Decoration
- Promotional Items
- Prototype & Short Run Production
- Other Applications

+357 96 030922
info@marketpublishers.com

End Users Covered:

- Packaging
- Food & Beverage
- Cosmetics & Personal Car
- Pharmaceutical
- Industrial
- Automotive
- Other End Users

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain

+357 96 030922
info@marketpublishers.com

- Rest of Europe
- Asia Pacific
  - Japan
  - China
  - India
  - Australia
  - New Zealand
  - South Korea
  - Rest of Asia Pacific
- South America
  - Argentina
  - Brazil
  - Chile
  - Rest of South America
- Middle East & Africa
  - Saudi Arabia
  - UAE
  - Qatar
  - South Africa
  - Rest of Middle East & Africa

+357 96 030922
info@marketpublishers.com

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

+357 96 030922
info@marketpublishers.com

Contents

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

10 GLOBAL DIRECT TO SHAPE PRINTER MARKET, BY GEOGRAPHY

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

+357 96 030922
info@marketpublishers.com

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Direct To Shape Printer Market Forecasts to 2032 – Global Analysis By Type (Single Pass Printers and Multi-Pass Printers), Ink Type, Printing Technology, Application, End User and By Geography

Product link: https://marketpublishers.com/r/D1C97989E65BEN.html

Price: US$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/D1C97989E65BEN.html