

North America Photo Printing Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Prints, Photo Gifts, Wall Art, Photo Books, Cards, Calendar, and Others), Type (Digital Printing, Film and Offset Printing), and Distribution Channel (Online, Retail, and Instant Kiosk)

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Abstracts

The North America photo printing market size is expected US\$ 7.12 billion in 2023 and is expected to reach US\$ 10.63 billion by 2031; it is estimated to record a CAGR of 5.1% from 2023 to 2031.

The North America photo printing market is segmented into the US, Canada, and Mexico. In terms of revenue, the US dominated the North America Photo Printing Market share followed by Canada and Mexico.

Mexico consists of various players that provide photo printing services. These players are specialized in fine art prints and print-on-demand products. For example, Prodigy Group provides print-on-demand products, which can be custom printed and drop-shipped anywhere in Mexico, from canvases and framed prints to mugs, t-shirts, and blankets.

The growing e-commerce sector in Mexico is propelling the demand for photo printing services as various players are operating through e-commerce platforms. According to the International Trade Administration's statement in November 2022, there has been a surge in e-commerce users in Mexico in 2021. The country registered 57.5 million users in 2021, recording an increase of 11% compared to 2020. Thus, the surge in e-

commerce is expected to propel the North America photo printing market growth during the forecast period.

Based on type, the North America photo printing market is bifurcated into film and offset printing, and digital printing. The digital printing segment is estimated to hold largest North America photo printing market share by 2031. Digital printing is a method of printing products using a digital image. Digital printing allows a greater variety of printing jobs economically tailored to recipients' needs. In digital printing, there is no need to replace printing plates, unlike in traditional methods such as lithography, flexography, gravure, or letterpress. In contrast, the plates are repeatedly replaced in analog print. This results in faster turnaround time and lowers costs when using digital printing. However, most commercial digital printing processes produce outcomes with deteriorated quality, resulting in the loss of image details. Digital printing popularly uses laser printers or inkjets that deposit pigments or toner on a wide variety of substrates, including paper, canvas, photo paper, glass, metal, and marble. In many processes, the ink or toner, such as conventional inks, does not permeate the substratum but forms a thin layer on the surface that can be additionally adhered to the substratum by using a fuser fluid with a heating process (toner) or UV curing process (ink). Thus, all the above factors are rising the demand for digital printing, which is further fueling the North America photo printing market growth.

Fujifilm Corporation, Shutterfly, Bay Photo Lab, Nations Photo Lab, Walgreens Co, Kodak Alaris Inc., Cimpress, Adorama Camera Inc., ProDPI, and District Photo Inc are among the key players profiled in the North America photo printing market report. The North America photo printing market report also provides detailed market insights, which help the key players strategize their growth. The North America photo printing market forecast can help stakeholders in this marketplace plan their growth strategies.

The overall North America photo printing market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the North America photo printing market analysis. The report includes growth prospects in light of current North America photo printing market trends and driving factors influencing the market. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion

leaders, specializing in the North America photo printing market.

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