

# Print on Demand Market Study



# About Us

Straits Research Pvt Ltd is a leading market research firm offering comprehensive insights on market demand, trends, growth prospects and regional analysis. With over 35 years of combined experience, we provide premium qualitative insights on consumer preferences, regulatory landscape, and technological advancements along with quantitative insights on industry market size, global economic scenario and revenue opportunities. These reports are backed by high-quality data sourced from primary sources and large secondary databases. With analyst perspectives and insights included in every report, Straits Research delivers comprehensive market intelligence and detailed analysis to help clients make informed decisions.

# Table of Content

## Market Summary

- Market Overview
- Market Trends

## Segment Overview

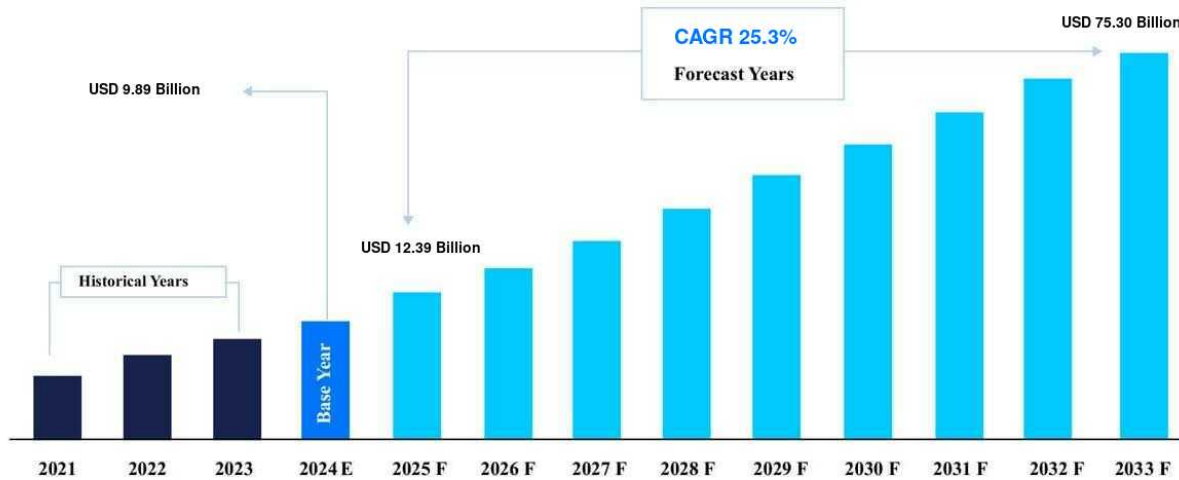
- By Product Category
- By Platform
- By Branded Merchandise
- By Distribution Channel
- By End User
- By Technology

## Regional Overview

## Company Profiles

- Amplifier
- Apliiq
- CustomCat
- Gelato
- Gooten
- JetPrint Fulfillment
- Printed Mint
- Printful, Inc.
- Printify, Inc.
- Printsome
- Prodigi Group
- Redbubble Group
- T-Pop
- Teelaunch
- VistaPrint

**Note:** More company profiles available on full reports.



Source: Straits Research

## Emerging Countries

- United States
- Germany
- China

## Emerging Companies

- Amplifier
- Apliiq
- CustomCat

## Top 5 Company Market Share



**Total**  
**48%**

Top 5 company market share

# Market Trends

## Growth Trends

- Emergence of advanced print-on-demand technologies
- Growth in demand for customized products
- Increase in e-commerce and online retail business
- Rise in environmental concerns promoting the use of POD
- Increasing adoption of print-on-demand in the fashion and retail industry
- Growth in consumer spending on personalized products

## Factors considered while calculating market size and share

- Number of print-on-demand service providers
- Market presence in different regions
- Annual revenue of the market players
- Product portfolio of the companies
- The cost structure of print on demand products
- Customer base & demographic details
- Investments and technological advancements in the print-on-demand industry
- Sales volume

## Key Market Indicators

- Economic indicators such as GDP growth rate, and income distribution
- Industry indicators: total number of firms, market size, and trends
- Shifts in customers' preferences and demand
- Technological advancements in the print-on-demand sector
- Regulation changes and government policies
- Consumption and usage rates of print-on-demand services
- Competitive landscape and market concentration ratio

## Lack of power and transparency for artists and makers

One of the most fundamental market constraints is the absence of transparency or control for those responsible for producing works of art or materials. This situation arises because the artists have no control over the final product's quality, and not all of them have access to the client list. Furthermore, the artists are not paid for their work until the final product is produced, which could cause the clients to feel unsatisfied. In this case, they might investigate the many alternatives available to them at their disposal.

# Market Trends

## Expanding internet penetration and growing smartphone adoption

The preference for unique products and fashion apparel, as well as increased internet usage and smartphone use, are all factors driving up demand for print-on-demand services. Online retail sales growth is one of many factors assisting the sector's expansion. The restrictions imposed by Covid-19 led to an increase in online shopping, which raised the demand for goods that were printed on demand.

## Print-on-demand systems offer customers printing options

The people working from home and staying in their homes have increased sales in the product category known as home décor. It is projected that this element will be a driving force behind the expansion of the market for print-on-demand services. Print-on-demand platforms provide consumers with printing solutions customized to their specifications. Depending on the platform, artists and merchants owning a print-on-demand business and wanting to sell their designs online can connect their existing online store or create a new one. The service providers will print the customers' orders and ship the product to the customers, completing the end-to-end fulfillment service.

## Leveraging Sustainability in the Print on Demand Market

Sustainability in print on demand aligns with environmental awareness and can boost corporate growth. Businesses can reduce their environmental effect, attract eco-conscious customers, and comply with regulations by using sustainable materials and energy-efficient technologies. This helps the environment, saves money, and establishes a unique brand. This possibility allows print on demand enterprises to succeed in an environmentally conscious market through audits, investments, certifications, and honest communication.

# Market Segments

## By Product Category

Customizable apparel dominates the product category with 38-40% market share, driven by the growing demand for personalized fashion and its integration with e-commerce platforms like Shopify and Etsy.



**38-40%**

Customizable Apparel

## By Platform

Software leads the platform category with 48-52% market share, offering tools for design, publishing, and e-commerce integration. Its growth is driven by AI adoption for error correction and data analysis.



**48-52%**

Software

## By Branded Merchandise

Corporate apparel leads this segment, representing about XX% of the market. Businesses increasingly utilize POD services for customized uniforms and promotional clothing.



**XX%**

Corporate apparel

# Market Segments

## By Distribution Channel

The online distribution channel is predominant, capturing approximately XX% of the market share. The rise of e-commerce and online retail platforms facilitates this trend.



XX%

Online

## By End User

The Fashion & Apparel segment holds the largest share, driven by strong consumer demand for unique and personalized fashion items.



XX%

Fashion & Apparel

## By Technology

Digital printing technology dominates with a market share, owing to its flexibility, cost-effectiveness, and suitability for short print runs.



XX%

Digital Printing

# Regional Overview

## North America

With a 38-40% market share, North America leads the POD market, driven by advanced digital infrastructure, widespread e-commerce adoption, and a culture valuing customization. The U.S. is home to major POD companies like Printful and Zazzle.



XX%

United States Market Share

## Europe

Holding 18-20% of the market, Europe's growth is fueled by demand for eco-friendly printing solutions and a preference for unique, artisanal products. Germany stands out as the leading country in this region.



XX%

Germany Market Share

## APAC

APAC's rapid growth is attributed to increasing internet penetration, rising disposable incomes, and a burgeoning e-commerce sector, with China leading the expansion.



XX%

China Market Share



# Regional Overview

## Middle East and Africa

MEA's growth is driven by digital printing adoption and a rising number of startups, particularly in the UAE, focusing on fashion and home décor.



**XX%**

United Arab Emirates Market Share

## LATAM

LATAM shows steady growth in the POD market, with Brazil leading the charge, driven by expanding e-commerce platforms and rising consumer interest in customized products.



**XX%**

Brazil Market Share

# Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
Printful, Inc	<a href="https://www.printful.com/">https://www.printful.com/</a>	Charlotte, North Carolina, USA	2013	Davis Siksnans (CEO)	~\$350 Million
Printify, Inc	<a href="https://printify.com/">https://printify.com/</a>	Riga, Latvia	2015	James Berdigans, Founder & CEO	~\$140 Million
Zazzle Inc	<a href="https://www.zazzle.com/?rf=238535639741893678">https://www.zazzle.com/?rf=238535639741893678</a>	California, USA	2005	Robert Beaver (CEO)	~\$75 Million
Redbubble Group	<a href="https://www.redbubble.com/shop/group">https://www.redbubble.com/shop/group</a>	Australia	2006	Martin Hosking (CEO)	~\$280 Million
VistaPrint	<a href="https://www.vistaprint.com/">https://www.vistaprint.com/</a>	Netherlands	1995	Florian Baumgartner (CEO)	~\$1.4 Billion

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