

Global Web-to-Print (W2P) Market Report and Forecast 2023-2028

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Report description:

Global Web-to-Print (W2P) Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global web-to-print (W2P) market attained a value of USD 31.03 billion in 2022. Aided by the growing demand for customised print products and the increasing penetration of e-commerce, the market is projected to further grow at a CAGR of 5.2% between 2023 and 2028 to reach a value of USD 42.07 billion by 2028. Web-to-print, also known as W2P, refers to an online service that enables users to create, edit, and approve print materials such as business cards, brochures, banners, and promotional items, among others. This service streamlines the print process by allowing customers to submit their designs, choose printing options, and order printed products directly from an online platform. Web-to-print solutions are widely adopted by print service providers, graphic design companies, and corporate clients to enhance efficiency and reduce costs.

The growing demand for customised print products is driving the growth of the web-to-print (W2P) market. Personalised print materials have become increasingly popular as businesses seek to create unique marketing materials that stand out in a competitive market. Additionally, consumers are also embracing customised print products for personal use, such as personalised stationery, photo books, and home decor items. The web-to-print technology enables customers to easily create and order customised print materials, thereby fuelling the market growth.

Cloud-based web-to-print platforms offer several benefits, including scalability, flexibility, and improved data security. These solutions allow businesses to access the platform from anywhere and provide real-time updates, facilitating seamless communication and collaboration between customers and print service providers. Such advantages and applications are positively impacting the growth of the web-to-print (W2P) market.

Another significant factor propelling the growth of the W2P market is the increasing penetration of e-commerce. As more businesses and consumers shift to online shopping, the demand for web-based printing solutions has risen. The convenience and efficiency provided by web-to-print platforms have made it an attractive option for both businesses and individual customers. The advancements in digital printing technology have also played a significant role in the development of the web-to-print (W2P) market. Digital printing allows for faster turnaround times, lower production costs, and greater flexibility in design and customisation, making it an ideal choice for web-to-print services. As digital printing technology continues to improve, the range

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and quality of products available through web-to-print platforms are expected to increase, further driving the web-to-print (W2P) market growth.

Market Segmentation?

The market can be divided on the basis of component, offering, application, and region.

Market Bifurcation by Component:

- Design-it-Yourself

- Template-Based

Market Segmentation by Offering:

- Software and Services

- Print Solutions

o□Breakup by Product

- Photobooks

- Business ID

- Display POS/Signage

- Labels and Packaging

- Books

- Promotional

- Others

Market Division by Application:

- Print Media and Advertising

- Personalised Products

- Others

Market Segregation by Region:

- North America

- Europe

- Asia Pacific

- Latin America

- Middle East and Africa

Competitive Landscape?

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the global web-to-print (W2P) companies. Some of the major key players explored in the report by Expert Market Research are as follows:???

- Agfa-Gevaert Group

- Aleyant Systems LLC

- EPS US, LLC

- Radixweb

- Xerox Holdings Corporation

- Others

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