

## **Digital Textile Printing - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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### **Report description:**

The Digital Textile Printing Market size is estimated at USD 3.78 billion in 2025, and is expected to reach USD 7.22 billion by 2030, at a CAGR of 13.83% during the forecast period (2025-2030).

#### Key Highlights

- Digital textile printing, powered by inkjet technology, embellishes materials with vibrant patterns. This method, bolstered by Textile Design Software, caters to the surging demand for custom t-shirt printing, offering an array of design possibilities. Beyond the apparel sector, digital textile printing has found extensive applications in commercial and home decor markets.
- Compared to conventional methods like offset and solid ink printing, digital printing employs gentler chemicals and solvents. The textile printing market is witnessing a surge in demand for digital solutions, driven by a dual focus on eco-friendly practices and cost-effective production.
- Furthermore, advancements such as UV gel technology are driving industry innovation. For example, in May 2024, Canon USA Inc., a prominent player in digital imaging, expanded its M-series UVgel Printer's capabilities through a firmware update, building on the success of its Colorado M-series launched the previous year. This move aims to broaden application horizons, potentially tapping into new market segments.
- The use of printed fabrics gains traction in vehicle wrapping and interior decoration as the market is poised for growth. Challenges, such as the high ink costs and maintenance expenses associated with digital printers, also exist. These factors, coupled with the volatility in raw material prices, notably ink and print heads, could impede the market's expansion. However, the market's growth is buoyed by promising technologies like textile additive manufacturing.
- Despite the promising landscape, hurdles remain. High ink costs and the need for multiple printing heads in high-speed single-pass machines, coupled with their pricey maintenance and replacement, render them less competitive against rotary printing in the textile market.

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## Digital Textile Printing Market Trends

### The Garment and Apparel Segment is Expected to Hold Significant Share in the Market

- Since its inception, garment and clothing printing techniques have advanced significantly. The most recent printing method for apparel and accessories is digital textile printing. Digital fabric printing transfers designs or images kept in a digital format into the fabric using computer-controlled printers. Designers and makers may produce complex patterns quickly and simply due to technology.
- The market for textile printing has traditionally placed a high priority on sustainability and textile waste. According to the United Nations, the fashion industry is heavily reliant on digital technology, which contributes approximately 10% of global greenhouse gas emissions.
- Due to shifting the textile design process domestically, digital textile printing has increased the speed of production and lowered shipping expenses, which enables designers to make smaller fabric test runs and waste less while finalizing the fabric, which also reduces excessive waste in the design process.
- Moreover, with cutting-edge digital textile printing technology, most digital textile printing businesses in China have begun to build advanced digital textile printing equipment in response to the demand for limitless color combinations and color accuracy.
- Furthermore, demand for digital textile printing solutions in the garment and apparel segment is expected to be anticipated to increase due to changing consumer behavior, increased urbanization, faster adaptability, shorter life cycles of fashion designs, and higher disposable income during the forecast period.

### Asia-Pacific is Expected to Witness the Highest Growth

- Asia-Pacific, driven by its numerous textile hubs, is poised to lead global growth. China and India stand out as the region's primary market drivers, with Vietnam and Bangladesh emerging as key players in the textile landscape.
- China and India, known for their competitive labor costs, have witnessed a surge in textile industry expansion, propelling the market's growth in the region. China, a textile powerhouse for decades, is now focusing on enhancing its capabilities, investing in advanced technologies like shuttle-less looms to elevate fabric quality.
- Polyester has emerged as the go-to fabric for sublimation ink, especially in the fashion realm, owing to its attributes such as wrinkle and abrasion resistance and cost-effectiveness. While silk remains a coveted choice for apparel and home decor, premium pricing limits its widespread adoption in the region, with Japan and Gulf nations leading in demand for silk textiles.
- Digital textile printing and dye-sublimation technologies have revolutionized the textile production landscape, carving out new, lucrative market niches. This evolution has benefitted large format textile printers and print service providers, opening up avenues in soft signage for buildings, retail displays, and other commercial settings. The expanding fashion industry, coupled with these advancements, is set to fuel the market's growth in the region.

### Digital Textile Printing Industry Segmentation

The digital textile printing market is witnessing heightened competition as the demand for printed textiles surges, drawing new vendors enticed by the sector's stable profitability. With a mounting preference for sustainable goods, major players are pivoting toward product innovation and strategic collaborations. Notable market players encompass Kornit Digital, Seiko Epson Corporation, Mimaki Engineering, Durst Group, and Roland DG Corporation.

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- August 2024: Orange O Tec Pvt Ltd, a leading player in digital textile printing, unveiled its revolutionary "Made in Bharat" digital textile printing machine, the Fabpro 1i, at the Gartex New Delhi exhibition. This launch signifies a significant shift for Orange O Tec, which, after 15 years of importing digital textile printing machines, emerges as a prominent manufacturer in the industry.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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