

## **Printed Signage - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-01-16 | 120 pages | Mordor Intelligence

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### **Report description:**

Printed Signage Market Analysis

The printed signage market was valued at USD 42.53 billion in 2025 and estimated to grow from USD 43.16 billion in 2026 to reach USD 46.43 billion by 2031, at a CAGR of 1.47% during the forecast period (2026-2031). Rising demand for cost-effective static displays, long-life outdoor messaging, and compliance-driven safety labels sustains expansion even as digital media gains share. Retailers continue to refresh store visuals to protect foot-traffic, while e-commerce brands favor printed signage for quick pop-up activations. Asia-Pacific leads growth owing to multi-language factory labeling rules and infrastructure projects, whereas North America and Europe balance stricter environmental regulation with investments in UV-curable technology. Producers that master eco-ink systems and distributed, short-run workflows are poised to capture incremental volumes in the printed signage market.

Global Printed Signage Market Trends and Insights

Cost-Effectiveness Versus Digital Screens Drives Strategic Market Positioning

Printed displays avoid hardware, energy, and maintenance costs linked to digital networks, creating superior ROI for campaigns running six months or longer, especially in large-format outdoor settings where digital panels demand expensive weatherproofing. Businesses therefore continue allocating budget to the printed signage market for static brand messaging that must withstand rain, dust, or UV exposure without constant updates.

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## Retailers' Sustained Spend on Visual Merchandising Anchors Market Stability

Expanded store renovation programs and omnichannel roll-outs protect the role of print. Chains rely on pre-printed seasonal kits that staff can install without IT support, maintaining rapid turnover even as digital trials proceed.

## Cannibalisation by Digital Signage Networks Pressures Traditional Applications

Networked LED screens deliver rotating ad slots and data-driven content optimization, gradually replacing static boards in airports and malls. Yet hardware cost, climate-control needs, and technical downtime limit displacement in rugged or remote sites.

Other drivers and restraints analyzed in the detailed report include:

Advances in UV/Latex Eco-Inks Transform Environmental Compliance Custom Short-Run Demand from Pop-Ups Accelerates Market Dynamics Rising PVC and Aluminium Composite Prices Pressure Production Economics

For complete list of drivers and restraints, kindly check the Table Of Contents.

## Segment Analysis

Transit graphics contributed 1.79% CAGR, the highest among type segments, as UV-curable wraps now sustain five-year outdoor life without fading. Banners and backdrops retained leadership with 33.42% share of the printed signage market in 2025 by offering economical exposure for concerts, trade shows, and municipal events.

Vehicle wraps multiply impressions in daily traffic, turning fleets into mobile billboards and protecting OEM paint. Large-format ink-jet lines print seamless panels up to 3.2 meters wide, streamlining installation and cutting seams that trap dirt. Meanwhile, corporate exhibition graphics maintain premium demand for color-critical displays that must be re-used across tour stops, driving steady volumes in the printed signage market.

UV-curable platforms held 56.88% share in 2025 and will outpace all rivals with a 2.05% CAGR due to instant curing and near-zero VOC output. Ink-jet versatility across vinyl, polypropylene, textiles, and corrugated boards secures its dominance.

Screen printing persists where tactile ink layers deliver sporty or metallic finishes, while offset lithography retreats to legacy point-of-purchase volumes. Sheet-fed presses remain cost-effective for 10,000-plus poster runs, although make-ready waste erodes margins on shorter jobs. The technology mix illustrates how sustainability and turnaround speed re-shape capital spending in the printed signage industry.

The Printed Signage Market Report is Segmented by Type (Banners and Backdrops, Corporate Graphics, and More), Print Technology (Screen, Ink-Jet, Sheet-Fed, Offset Lithography, Digital Toner), End-User Vertical (BFSI, Retail, Transportation, Healthcare, Food and Beverage, Education, Entertainment, Government), Application (Indoor, Outdoor), and Geography. The Market Forecasts are Provided in Terms of Value (USD).

## Geography Analysis

Asia-Pacific owns 37.12% of revenue and will record a 1.63% CAGR as labor-intensive manufacturing plants install hazard boards in Mandarin, English, and local dialects to satisfy safety audits. China's aviation alliance now prescribes four-language airport signage, raising demand for laminated, flame-retardant substrates. India's railway station upgrade plan further lifts the printed

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signage market across the region.

North America absorbs rising PVC and aluminium prices but still modernizes shopfronts amid record USD 7.4 trillion retail turnover. Brands pivot to latex inks to pass Californian GHG disclosure norms, while sports arenas commission oversized fabric banners during stadium renovations. Europe accelerates VOC elimination; printers replace solvent rigs with LED-UV hybrids to qualify for eco-label subsidies.

The Middle East and Africa gain traction via airport, metro, and mall construction. Suppliers that bundle installation services win turnkey contracts, especially where Arabic, English, and French scripts must coexist. Latin America's retail rebound and outdoor advertising code revisions foster mid-single-digit growth pockets in the printed signage market.

List of Companies Covered in this Report:

Avery Dennison Corp. Spandex Ltd IGEP Group GmbH and Co. KG Orafol Europe GmbH Identity Group Lintec Corp. 3A Composites Holding AG Signs Express EhKo Sign Industries Kft. Kelly Signs and Graphics L&H Sign Company Inc. 3M Company HP Inc. Canon Inc. Seiko Epson Corp. Roland DG Corp. Durst Phototechnik AG Mimaki Engineering Co. Ltd. Agfa-Gevaert NV

Additional Benefits:

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

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## 7.1 White-space and Unmet-need Assessment

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