

**United States of America Screen-Printing Ink for Apparel Application Market
Research Report by Application Method (Plastisol, Water Based, Silicon, Others), by
Substrate or Fabric (Cotton, Polyester, Cotton or Polyblends, Nylon, Others), by End
Use (T-shirts, Sportswear, Activewear, Hoodies or Fleece or Leisurewear, Others)
Forecast till 2035**

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AVAILABLE LICENSES:

- Single User Price \$2950.00
- Enterprisewide Price \$5250.00

Report description:

The USA screen-printing ink for apparel application market is projected to reach USD 1,419.68 million by 2035, expanding at a CAGR of 3.261% from 2025 to 2035. The US screen-printing ink for the apparel market is witnessing a change in customer preferences and a focus on sustainability. In the first place, unleashed consumer demand for custom apparel and green solutions, secondly, the development in ink technology and sustainability trends, and the volatility in raw material pricing are the major contributing factors for the industry developments.

Rising Sustainability Demand Among Consumers and Brands

The mounting demand of consumers for environmentally friendly and sustainable apparel products, the sensibility of the major brands to environmental issues, resulting in their sustainability commitments, have together become the major F&B verticals thrusting water-based, bio-based, and low-VOC screen-printing inks in the US market. At the same time, the introduction of environmental laws and regulations is tightening the stage for green products to stay in the spotlight. Eco-friendly inks will hence be the main driver of the market's growth.

Detailed Segment Classification

By Application Method

- Plastisol: Traditional, opaque, long-lasting prints
- Water-Based: Lightweight, breathable, eco-conscious solution

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-□Silicon: Premium stretch-friendly ink technology

-□Others: Specialty decorative and effect inks

By Substrate or Fabric

-□Cotton: Most common natural fiber

-□Polyester: Synthetic, performance-enhancing material

-□Cotton or Polyblends: Durable and comfortable fabric mix

-□Nylon: Smooth surface requiring precision printing

-□Others: Advanced engineered textile materials

By End Use

-□T-shirts: High-demand everyday apparel category

-□Sportswear: Functional gear with resilient prints

-□Activewear: Flexible designs for movement

-□Hoodies or Fleece or Leisurewear: Thick casualwear printing applications

-□Others: Fashion-forward and limited-edition apparel

Key Company Development

Avient Corporation has ramped up its operations in the US screen-printing ink market by broadening its Color, Additives & Inks portfolio with high-performance plastisol and water-based formulations. The company has committed to producing phthalate-free, non-toxic, and non-PVC inks that are not only compatible with the standards for sustainability but also provide superior durability and color vibrancy.

Critical Role in Apparel Value Enhancement

Choosing the right screen-printing ink can create a big difference in the look, feel, and commercial value of a garment. Market supports promotion of personalization and providing long-lasting design quality, and as such, the market is tightly linked to the growth and success of the fashion and promotional apparel industry.

Key Report Attributes

-□Market Size 2024: USD 991.99 Million

-□Market Size 2035: USD 1,419.68 Million

-□CAGR (2025-2035): 3.261%

-□Base Year: 2024

-□Market Forecast Period: 2025-2035

Industry Segmentations Overview

-□By Application Method: Plastisol - 3.277%, Water Based - 3.334%.

-□By Substrate or Fabric: Cotton - 3.350%, Polyester - 3.159%.

-□By End Use: T-shirts - 3.335%, Sportswear - 3.348%.

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