

# 2025

# DIGITAL PRINT TRENDS REPORT





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**“As time passes,  
technology  
evolves. The  
printers of today  
rise to meet the  
challenges of  
tomorrow.”**



# INTRODUCTION

Advancing technology continues to elevate the quality of commercial printing. In the pursuit of efficiency, companies aim to acquire printers that are effective in both function and cost-effectiveness.

To meet growing demands, printer manufacturers have introduced complex technology, expanded feature sets for greater customization, and adopted sustainability-driven production methods.



In today's rapidly evolving market, being competitive demands more than just keeping up; **being competitive requires staying ahead.**

This comprehensive guide explores the latest trends and technologies in digital printing, highlighting solutions to customer demands and innovations shaping the industry.

Discover how to expand services, streamline workflows, and upgrade printers to boost efficiency and deliver exceptional customer value

# SUMMARY

As a dynamic market industry, commercial printing is characterized by growing and diverse customer demands, from expectations of faster turnaround times in printers to higher quality outputs. As a result, the global printing industry continues to expand steadily, with a global market value of \$501.4 billion as of 2024 and a projected compound annual growth rate (CAGR) of 3.2% from 2025-2030.<sup>1</sup>


This growth reflects adaptability, primarily driven by constant innovations, which compels companies to pursue better features, giving life to the trends prevalent at present time.

## CONVERGENCE: FUSING FEATURES INTO ONE

Multifunctional printers have consistently addressed diverse demands. Companies focusing on specific printing segments—such as packaging, textiles, or labels—are now exploring opportunities to expand their services.

Recent statistics show that of 517 service providers, 93% have noted opportunities to include other segments, with about 32% already taking steps to expand to include those segments and 39% interested in researching such opportunities.<sup>2</sup>

Combining those segments—from features like cloud integration, advanced finishing options in **auto-stapling or hole punching**, and the like—into one device is labeled “**convergence**.” This convergence aids in streamlining printing methods like digital printing.



**“Convergence is  
about fulfillment:  
the more services  
you offer, the  
more needs you  
can fulfill.”**

# TRENDS OVERVIEW

Starting in 2025, the growing demand for advanced printing technology will drive significant innovation across the industry.

From automation and AI-driven workflows to sustainability initiatives and next-generation inkjet solutions, print providers are adapting to meet evolving customer needs.

As businesses seek greater efficiency, cost-effectiveness, and environmental responsibility, here are the key trends poised to shape the future of printing

## DIGITAL PRINTING: A MODERN MARVEL

Digital printing is the printing method that directly transfers digital files onto a print surface. It allows for the rapid production of printed material by bypassing the need for physical printing plates or film, which offers a quicker process for on-demand printing.

A key strength of digital printing is that it supports a wide range of media types in standard paper, textiles, and even plastics.



Its value in today's society can be appreciated in daily activities; digital printing enables quick turnaround times for documents, allowing faster production for businesses that require essential documents in a short amount of time.

In addition, as pertinent documents become requirements for multiple positions concerning livelihood, such as employment, consumers are provided ample printing availability through digital printing.

In the past few years, digital printing has steadily increased in sales. In 2023, its estimated global market size was valued at \$39.63 billion, and it's projected to grow to \$87.21 billion by 2030, with a CAGR of 11.9%.<sup>4</sup> This implies a growing demand in the market as the years go by.

## THE DOMINANT PRINTING METHOD: DIGITAL VS OFFSET PRINTING

Printing methods influence equipment choices due to specific technological requirements. For instance, 3D printing is a specialized technology used for manufacturing custom products, while screen printing is commonly used for printing on t-shirts.

Offset printing remains the most dominant printing method. It's the preferred method for large-scale production, such as printing books or magazines.<sup>3</sup> However, another printing method—digital printing—continues to gain traction as the preferred option for shorter print runs and personalized printing.

Recent technological advancements suggest that digital printing may soon overtake offset printing, plausibly due to increased potential in integrating digital workflows, which provide clear-cut advantages over offset printing, depending on the circumstance.



# THE DISADVANTAGES OF OFFSET PRINTING

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graph TD; A((Lack of customization and personalization in print products due to fixed-offset printing and no variable data printing)) --- B((Higher setup costs due to the need for physical plates)); B --- C((Less eco-friendly than inkjet printers, which use less water and fewer chemicals)); C --- D((Produces lower-quality images compared to the sharp text and vibrant colors of toner printers)); D --- A;
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**Lack of customization and personalization in print products due to fixed-offset printing and no variable data printing**

**Higher setup costs due to the need for physical plates**

**Produces lower-quality images compared to the sharp text and vibrant colors of toner printers**

**Less eco-friendly than inkjet printers, which use less water and fewer chemicals**

Those cons are more apparent when contrasted with digital printing.

For customization, adding personalized elements to digitally printed material is easy since digital printing can handle complex designs with intricate patterns and fine details.

In addition, a wide array of unique materials or specialty substrates can withstand digital printing, such as fine art canvas, to create artwork while allowing for one-to-one customization on print mailings.

Here are other advantages of digital printing:

- Being an exceptional short-run printing option due to lower minimum order quantities
- Improved color accuracy due to the presence of a toner, resulting in high-resolution images
- Flexibility by permitting on-demand printing to respond to unexpected needs

## OFFSET PRINTING RETAINS ITS STRENGTHS

While digital printing has advantages, it's not enough to replace offset printing in the commercial printing industry.

Certain businesses that require printing high-volume paperwork (such as the production of business cards, flyers, and brochures) would still prefer offset printing due to its color consistency and cost-effectiveness for large print runs.

Regardless, the market value of a digital printer could be marked by its versatility, and having one may help sustain a business's financial growth.

## **DIGITAL PRINT STORES OFFER AN ARRAY OF SERVICES**

The versatility of digital printers is also much valued in printing centers that offer digital printing, pay-for-print, and sign or banner creation services. This is widely attributed to the presence of large-format digital printers.

With its industry expected to grow to \$10.4 billion by 2028 with a CAGR of 5.0%, the global large-format printer market can answer specific demands that companies need to provide a broader range of services to their customers.<sup>5</sup>



# THE INKJET REVOLUTION: A DEEP DIVE

Inkjet printing, the leading technology in digital printing, continues to rise as a prominent trend in the industry.

With an estimated global market size valued at \$109.73 billion in 2024, it's expected to reach \$209.43 billion by 2032 with a CAGR of 8.4%.<sup>6</sup>

Given the rapid advancements in technology, the growing relevance of inkjet technology emphasizes a strong growth trajectory, providing insight into what will dominate the digital printing scene in the future.

Emerging in the 1950s, inkjet printing took several decades to make the technology commercially viable.

Eventually, it reached a point where print quality, speed, and cost-effectiveness were significant components of its strengths over other printing technologies.

Inkjet technology has found its place in the current scene in personal and industrial printing as an essential tool enabling high-quality printed material production.

## INVESTMENT OPTIONS FOR INKJET

For maximizing investment options, there are three segments of equipment to consider in inkjet printing technology. The first is 13x19 printers—which are types of printers that can handle paper sizes up to 13 inches by 19.

The second is **B2 printers**, high-end printers commonly used in commercial printing that are designed to handle the specific paper size of 500 mm x 707 mm.

The last are **continuous feed printers**, which are designed to print continuous rolls of paper and are perfect for ticket printing.

Based on the purpose of a company's inkjet printer, it's vital to thoroughly consider the differences between those options before choosing.

## POPULAR INKJET TECHNOLOGY

In addition, there are popular cut-sheet inkjet printers, which are widely used due to their versatility and convenience, particularly for home and office use.

As flexible options capable of producing high-quality output, cut-sheet inkjet printing is used for high-quality photo prints and graphic design work.





This technology also involves water-based printing with water-based inks that are both eco-friendly and versatile in multiple applications, be it photographic printing, fine art printing, simple document printing, and more.

Anticipated to gain the most traction in 2025, water-based printing had a global market value of \$9.39 billion in 2022 and is expected to reach \$11.71 billion by 2030, with a projected CAGR of 2.8%.<sup>7</sup>

Water-based inkjet printing is a popular option, particularly with its expanded substrate options in textiles and garments, its visual appeal with innovative glossy, aqueous, or UV-curable coatings, and ink sets with expanded color gamuts and specialty inks.



# PACKAGING INNOVATIONS IN THE COMMERCIAL PRINTING INDUSTRY

The importance of packaging can be attributed to the distinction factor in attracting potential customers.

With a global market value of \$24.63 billion in 2023, the global packaging design services market is estimated to reach \$32.42 billion by 2030 with a CAGR of 4%.<sup>8</sup>

This steady incline indicates that packaging is experiencing a growing significance in driving consumer engagement and brand recognition as an essential component in product marketing, particularly for printers.

Some noteworthy innovations in the packaging segment involve sustainable corrugated boxes and die-cut packaging, where intricate or unique shapes enhance product visibility.





# PRINT DESIGN TRENDS FOR 2025

As years evolve, so do consumer preferences. Following are four print design trends we expect to see more of in 2025.

These designs can ensure relevance and visual appeal in printed outputs, aiding organizations in attracting their target audiences and achieving their business objectives.

## TEXTILE DESIGNS

This print design is used in pattern creation—specifically for certain fabrics like clothing, home furnishings, and accessories—to enhance visual appeal.

The digital textile market has a projected value of \$5.82 billion by 2028, expanding at a CAGR of 14.42%, with innovations involving sustainable fabrics.<sup>9</sup> Digital printing plays a key role in textile design by providing further customization options.



## SPECIALTY COLORS

Specialty colors—which refer to colors not included in the standard color palette—are used to create unique and eye-catching effects.

With the constant advancement of technology, newer types of specialty colors are being released, which include metallic, fluorescent, thermochromic, and even photochromic inks that serve their purposes by producing designs depending on the external environment.



## AUGMENTED INK

As a special type of ink that, when applied on a surface using machinery (such as some of HP's Latex printers), can be activated by AR-enabled digital devices, augmented ink enables the creation of interactive experiences.

It's beneficial in packaging and other materials such as educational tools, brochures, or flyers, helping drive engagement from your target audience.





## FOIL STAMPING

Foil stamping remains a key 2025 print trend, offering diverse finishes that enhance visual appeal.

Foil stamping applies metallic or pigmented foils to surfaces with heat and pressure, creating luxurious finishes like gold, silver, matte, glossy, foil cutouts, debossing, and embossing — perfect for designs that need to stand out.







# **WORKFLOW SOLUTIONS TO SPEED UP OPERATIONS**

Companies that wish to satisfy customers' growing expectations must provide exemplary service, which can be automated solutions and efficient operations.

Following are print solutions that can help businesses with that goal:

## JOB MANAGEMENT

As software that can smoothen the printing process, job management allows printers to prioritize essential orders before the less crucial ones for efficient resource allocation and timely delivery.

Additionally, job management keeps track of inventory to monitor paper levels or ink properly.



## COLOR MANAGEMENT

Another key workflow solution is color management, wherein the colors observed in a document or image before printing must match the output.

This involves automated device calibration to maintain consistency across the entire printing process and ensure that the quality of the produced output satisfies the user's needs.



## WEB-TO-PRINT


As a workflow that automatically routes orders to the printer, web-to-print aids in accelerating the printing of files after an upload on a particular online source (such as a business website or the company's cloud). It can increase efficiency by minimizing human error from manual labor and ensuring adequate staffing allocation to more pertinent aspects of the business.



## VARIABLE DATA PRINTING

This workflow enables printing customized materials such as direct mail pieces and personalized letters. Recent developments in AI have even allowed for more cost-effective options by automating tasks involving data integration from various sources like customer databases. Variable data printing ensures optimal production workflow by rapidly generating personalized designs based on specific data points.





# ROBOTIC PROCESS AUTOMATION: A BLOOMING TECHNOLOGY

AI technology continues to advance rapidly. Valued at \$92.7 billion in 2021, the AI market is projected to grow at a 37.2% CAGR, reaching \$1,596.86 billion by 2030.<sup>10</sup>

This explosive growth marks the rapid adoption of AI technology across various sectors, reflecting expanding applications.

One of the technologies that can reap significant benefits from AI is digital printers. For instance, robotic process automation (RPA) can leverage AI software to mimic human actions and automate print tasks like customization, finishing, and design applications.

# FINISHING OPTIONS TO DOMINATE THE INDUSTRY

Finishing options add value and visual appeal to the printed output, enhancing the printed material's appearance, durability, and tactile quality.

In recent years, finishing options have seen advancements from stapling and hole-punching to printers that can automatically laminate.

Companies are also beginning to expand finishing options. For instance, Duplo's printing embellishment machinery offers UV curable coating, digital die-cutting, and inline finishing, which combines multiple processes such as cutting and folding. Such trends have become popular, and newer finishing options may be available soon.



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technology to boost  
your operational  
efficiency.**



## RECAP

The commercial printing industry has steadily risen as digital printing methods evolve. As a result, consumer expectations develop as trends grow to meet those demands.

While not a complete replacement for other more specialized printing methods like offset printing, there are many circumstances in which digital printing is more appropriate, such as when greater personalization is required.

If you want to maximize your growth, adopting versatile digital printers can serve as the cutting-edge tool your business needs to enhance customer experiences and deliver superior products.

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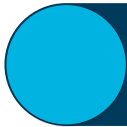
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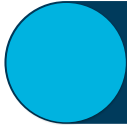
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# PRODUCTION SOLUTIONS GROUP

The SumnerOne Production Solutions Group works with businesses to create customized answers to complex business problems.

The idea that every organization is different and deserves a fresh approach to their printing strategy and implementation is the cornerstone of the Production Solutions Group's philosophy — it is the lens through which they view every opportunity and was their motivation for creating this resource.

With 40 years of combined experience, this talented group is dedicated to building on their ability to collaborate, assess, and guide others to creating and maintaining the best print business possible.



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