

INDUSTRY REPORT

The State of Personalized Print 2025/26

What print companies, Web-to-Print, E-commerce teams and brand managers need to know about the personalization revolution, market size, buyer expectations, AI adoption and the road ahead.

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ABOUT THIS REPORT

This report draws on publicly available market research, E-commerce data, and industry analysis to give print service providers, Web-to-Print E-commerce stores and brand teams a clear picture of where the personalized print market stands today and where it is headed.

Key findings at a glance

- The web-to-print market is worth \$27–35B globally in 2025 and will exceed \$50B by 2030.
- Print-on-demand is the fastest-growing segment, at 25%+ CAGR, projected to reach \$37.85B by 2030.
- 88% of consumers expect personalized experiences; 76% are frustrated when they don't get them.
- 65% of E-commerce brands that implement personalization report higher conversion rates.
- Over 72% of printing companies have adopted web-to-print solutions, but only 17% of marketers use AI/ML extensively for personalization.
- Asia-Pacific is the fastest-growing web-to-print region at 7.5% CAGR, while Europe currently holds 34.7% market share.
- Mobile-first design is no longer optional: 73% of global E-commerce transactions now happen on smartphones.

Executive summary

Personalized print is one of the fastest-growing segments of E-commerce, underpinned by a fundamental shift in how consumers relate to the products they buy. Generic is no longer good enough and the numbers back it up.

The global web-to-print market was valued at between \$27 billion and \$35 billion in 2025, growing at a steady 5–7% annually. The print-on-demand segment, the most consumer-facing corner of the market, is racing ahead at over 25% CAGR and is expected to nearly triple by 2030. Meanwhile, 88% of consumers now say they expect personalized experiences and 71% feel frustrated when those expectations go unmet.

For the businesses at the centre of this shift; print companies, online merchants, and the developers who connect them, the opportunity is significant. But so is the execution gap. Personalization technology has advanced dramatically; the barriers now are not technical but operational: choosing the right platform, designing the right experience, and converting that experience into measurable revenue.

This report covers seven areas: market size and momentum, consumer expectations, the business case for better personalization UX, AI adoption, the platform landscape, the barriers holding shops back, and the trends that will define the next three years.

01

The market: Where personalized print stands today

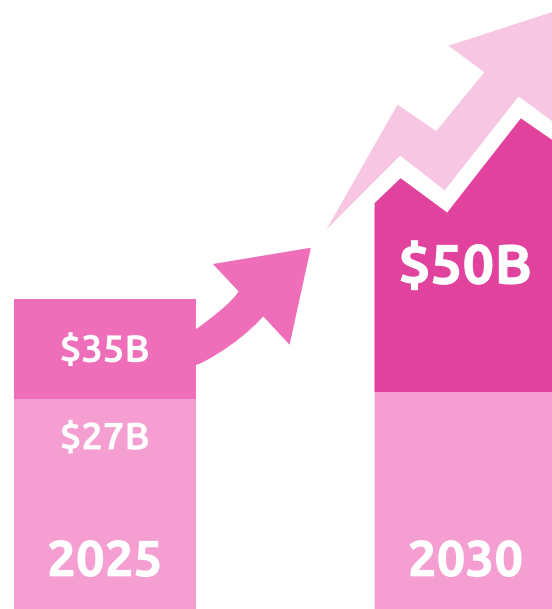
Market sizing, growth rates and the segments moving fastest

Market size and momentum

The web-to-print market has reached a scale that demands serious attention from anyone operating in E-commerce or commercial print. Depending on methodology and scope, market research firms place the global web-to-print market at between \$26.59 billion (Mordor Intelligence) and \$34.78 billion (IMARC Group) in 2024/2025. The variation reflects different definitions, some reports include only software, others include the broader service ecosystem. The direction is consistent across all sources: sustained, structural growth.

The market is forecast to reach between \$35 billion and \$52 billion by 2030, at a compound annual growth rate of roughly 4–7%. Drivers cited consistently include the acceleration of E-commerce, the mainstreaming of AI-assisted design, growing demand for short-run and on-demand printing, and the expansion of distributed manufacturing networks.

Global Web2Print Market Forecast



\$27-35B: Global web-to-print market size in 2025, growing at 5–7% CAGR toward \$50B+ by 2030

Source: Mordor Intelligence, IMARC Group, Research & Markets (2025)



Print-on-demand: the consumer-facing rocket

Within web-to-print, the print-on-demand (POD) segment deserves particular attention. Where traditional web-to-print growth is steady and structural, print-on-demand is explosive. Mordor Intelligence values the POD market at \$12.15 billion in 2025 and forecasts it reaching \$37.85 billion by 2030. A 25.52% compound annual growth rate.

The driver is straightforward: POD removes inventory risk entirely. Merchants can offer thousands of personalized SKUs without holding stock, and consumers receive products that feel genuinely made for them. The model has proven resilient, a 24% three-year survival rate among active POD stores significantly outpaces broader E-commerce failure rates.

More than 228,000 active stores now use POD fulfilment. The apparel segment leads, but home décor, drinkware, and wall art are growing rapidly. The wall art sector alone is expected to double by 2030 as shoppers seek designs tied to personal milestones.

25.52% CAGR Print-on-demand growth rate
2025–2030, the fastest-growing segment of the
personalized print market, reaching \$37.85B by 2030

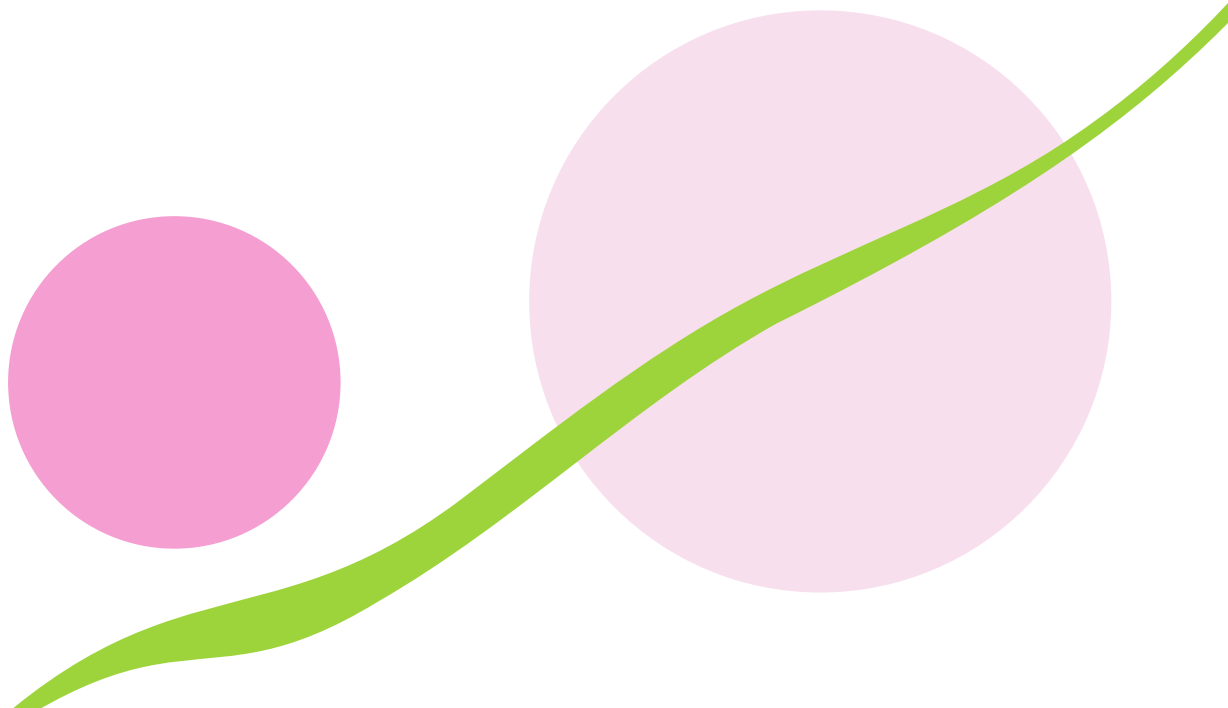
Source: Mordor Intelligence (2026)

Where the growth is coming from geographically

Europe is currently the largest web-to-print region, holding approximately 34.7% of global market share in 2024, driven by a mature print industry and strong E-commerce infrastructure. North America accounts for over 40% of the web-to-print software market specifically, reflecting high platform adoption and E-commerce penetration.

But the fastest growth is elsewhere. Asia-Pacific is expanding at a 7.51% CAGR through 2030, the highest regional growth rate, fuelled by rapid digitisation, a cost-efficient manufacturing base, and explosive mobile E-commerce adoption. The Middle East and Africa account for approximately 7% of the market today but are growing steadily, led by the UAE, South Africa, and government digitalisation initiatives.

For brands and technology providers, this regional picture has a clear implication: the personalized print opportunity is global, but the growth edge is in markets where E-commerce infrastructure is maturing rapidly.



Asia

Fastest
Growth Rate

**North
America**

40% of the
Software Market

Europe

Largest
Web2Print
Region

Africa

7% of the Market -
Growing Steadily

02

What buyers actually want: personalization expectations in 2025

Consumer demand, frustration points, and the expectation gap

The expectation baseline has fundamentally shifted

The most important thing to understand about consumer personalization expectations in 2026 is that they are not a luxury any longer, they are baseline. Shoppers no longer see personalized experiences as a premium feature; they see the absence of them as a failure.

88% of consumers now say the experience a company provides matters as much as its products or services (Emarketer). 73% expect companies to understand their unique needs and preferences (Salesforce), and 62% expect companies to anticipate those needs before they are even expressed. These are not niche, tech-savvy respondents, this is the mainstream consumer expectation in 2026.

88% Of consumers say the experience a company provides matters as much as its products or services, making personalization UX a core business driver, not a nice-to-have

Source: Emarketer, cited in Contentful (2025)

The cost of getting it wrong

The flip side of rising expectations is rising frustration. 71% of consumers feel frustrated when their shopping experience is impersonal (McKinsey), and 76% specifically express frustration when companies fail to deliver personalized interactions. For personalized product businesses, where the entire value proposition rests on giving buyers something made for them, this frustration has a direct commercial cost.

91% of shoppers say they would abandon an online retailer over a poor shopping experience. In a product category where the customer is investing emotional as well as financial value in their purchase, a clunky or confusing personalization interface is not merely an inconvenience, but will kill conversions.

88%

Think that **experience** matters as much as products or services.

91%

Would **abandon** an online retailer over a **poor shopping** experience.

71%

Are **frustrated** about **impersonal shopping** experience.

Physical products: a different and underserved expectation

The vast majority of personalization data in circulation concerns digital personalization: recommendations, emails, pricing, and browsing experiences. Far less data exists on what consumers specifically expect from the personalization of physical products.

This is the gap that defines the most important white space in the market. Consumers buying a personalized mug, a custom photobook, a branded t-shirt, or an engraved gift are not simply expecting algorithmic relevance. They expect a design experience that gives them genuine creative control, previews that accurately represent the final product, and a process that is simple enough not to require technical skill. Getting this right is a fundamentally different challenge from digital personalization, and it is one that is largely unquantified in existing research.

State of Personalization - Survey Data

Survey question 1

What personalization features most influence your purchasing decision for a physical product?

Estimated consumer priority:

Photorealistic preview

77%



IPSOS: 77% of consumers want to use visualisation tools to view product variations

Upload my own images

68%



Consistently top-ranked feature across major print-on-demand platform reviews

Design templates

58%



Reduces blank-canvas friction; linked to lower abandonment in customiser UX research

Mobile-friendly interface

52%



65% of custom apparel sales now happen online, majority via mobile (Customcy, 2025)

Live price update

44%



Addresses purchase uncertainty; ~2/3 of shoppers cite inability to visualise final cost as a barrier (3D Cloud)

Ease of text editing

36%



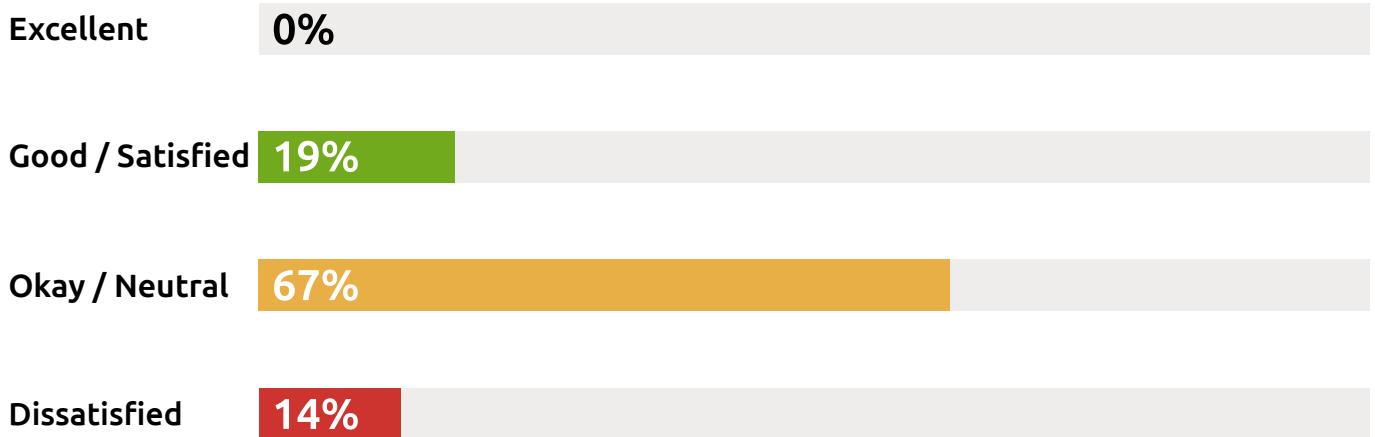
Core feature across all major POD platforms; no isolated consumer preference statistic currently published

Research note: No published study has directly compared these six features in isolation. Figures are synthesised from IPSOS consumer research, Shopify 3D/AR conversion data, Customcy's 2025 industry report, and aggregated Shopify App Store platform reviews. The photorealistic preview figure (77%) has direct large-scale survey backing; remaining figures are directional estimates. A dedicated consumer study on this ranking remains an open gap in the industry.

Survey question 2

How satisfied are you with the personalization experience on sites where you buy custom products?

Indicative satisfaction breakdown:



69.3

Forrester CX Index 2024 - all-time low in 9 years of measurement

76%

of consumers frustrated when experiences aren't personalised (McKinsey)

+50%

higher NPS for customers who designed their own product vs standard buyers

NPS 59

E-commerce industry average custom product UX likely trails this

Research note: No large-scale study has yet isolated satisfaction specifically with custom product tool UX - itself a meaningful gap this report aims to surface. The satisfaction breakdown draws on Forrester's 2024 CX Index and their separate consumer experience survey (67% rate brand experiences as "okay," 19% as "good," 0% as "excellent"). The +50% NPS uplift is from a shoe customisation study. Taken together, the data suggests the opportunity for well-executed personalisation tools significantly outpaces current delivery.

03

Conversion and revenue impact: the business case for personalization UX

How personalization drives CVR, AOV, and repeat purchase, and what print-specific data shows

The revenue case is well established but mostly for digital

The general business case for E-commerce personalization is exceptionally well documented. Companies that have mastered personalization generate 40% more revenue on average than those that have not (McKinsey). Product recommendations alone can increase revenue by up to 300% and conversions by 150%. AI-powered recommendations can boost conversion rates by as much as 915% in some implementations (Wisernotify, 2025).

65% of E-commerce brands that implement personalization strategies report higher conversion rates. 60% of shoppers say they are more likely to become repeat buyers after a personalized shopping experience. The data is unambiguous: personalization works.

40%

More revenue generated on average by companies that master personalization, versus those that don't - making personalization UX one of the highest-ROI investments in E-commerce.

Source: McKinsey, cited in multiple 2025 sources

up to
45%

REDUCED bounce rates
with personalized content

70%
of shoppers

Feel more **VALUED** with
personalized experiences

60%
of shoppers

Are more likely **TO BUY AGAIN**
after a personalized experience

What the broader data tells us about preview quality specifically

While print-specific CVR data is scarce, there is strong indirect evidence for the impact of preview quality on conversion. Photorealistic and 3D product previews address a core anxiety in personalized product purchasing: the fear that the final product will not match expectations. This anxiety is heightened precisely because the product does not exist until the customer orders it. They are buying a promise. Personalized content has been shown to reduce bounce rates by up to 45% (Amra and Elma, 2025). 70% of shoppers feel more valued with personalized experiences, and this emotional investment translates directly into purchasing confidence. For print companies, this means that the quality of the preview experience is not a cosmetic feature, but a conversion mechanism.

04

The AI shift: how print companies are adopting AI design tools

Adoption rates, use cases, and what is actually moving the needle

AI in E-commerce is mainstream; AI in print is catching up

Artificial intelligence is now a core part of the E-commerce technology stack. The AI-enabled E-commerce market was valued at \$8.65 billion in 2025 and is expected to more than double by 2032. In marketing, 78% of organisations now use AI in at least one business function, and 91% of retail IT leaders cite AI as their top technology priority for 2026.

Yet despite this broad adoption, the implementation gap remains striking. Only 17% of marketing executives report using AI or machine learning extensively for personalization, even though 84% believe in its potential. This gap between belief and implementation is especially pronounced in print, an industry that has historically operated on slower technology adoption cycles than pure-play digital commerce.

17% of marketing executives currently use AI/ML extensively for personalization despite 84% believing in its potential, revealing a major implementation gap across the industry

Source: Multiple sources, 2024/25

17%

Use AI or
machine learning

84%

Believe in AI/ML
potential

The specific AI capabilities reshaping personalized print

The AI features most relevant to personalized print fall into three categories, each at a different stage of market adoption.

Text-to-design generation. Tools that convert simple text prompts into print-ready design layouts are the newest and most disruptive category. Printess MAKE, launched in early 2025, is among the first purpose-built implementations of this for web-to-print. The broader market for AI design generation is growing rapidly, but standardised data on adoption specifically within print companies is not yet available.

AI-powered image tools. Background removal, image upscaling, and AI photo enhancement are further along the adoption curve. These tools address a persistent quality problem in personalized products: customer-uploaded images are often low-resolution or poorly composed. AI upscaling, in particular, has a direct commercial benefit. It reduces the number of low-resolution order errors and the associated customer service burden.

Automated layout and design assistance. AI that suggests layouts, colour schemes, or design variations based on product type and customer inputs. This is the category with the broadest near-term adoption potential, as it reduces the design skill required from the end customer and therefore widens the addressable market for complex personalized products.

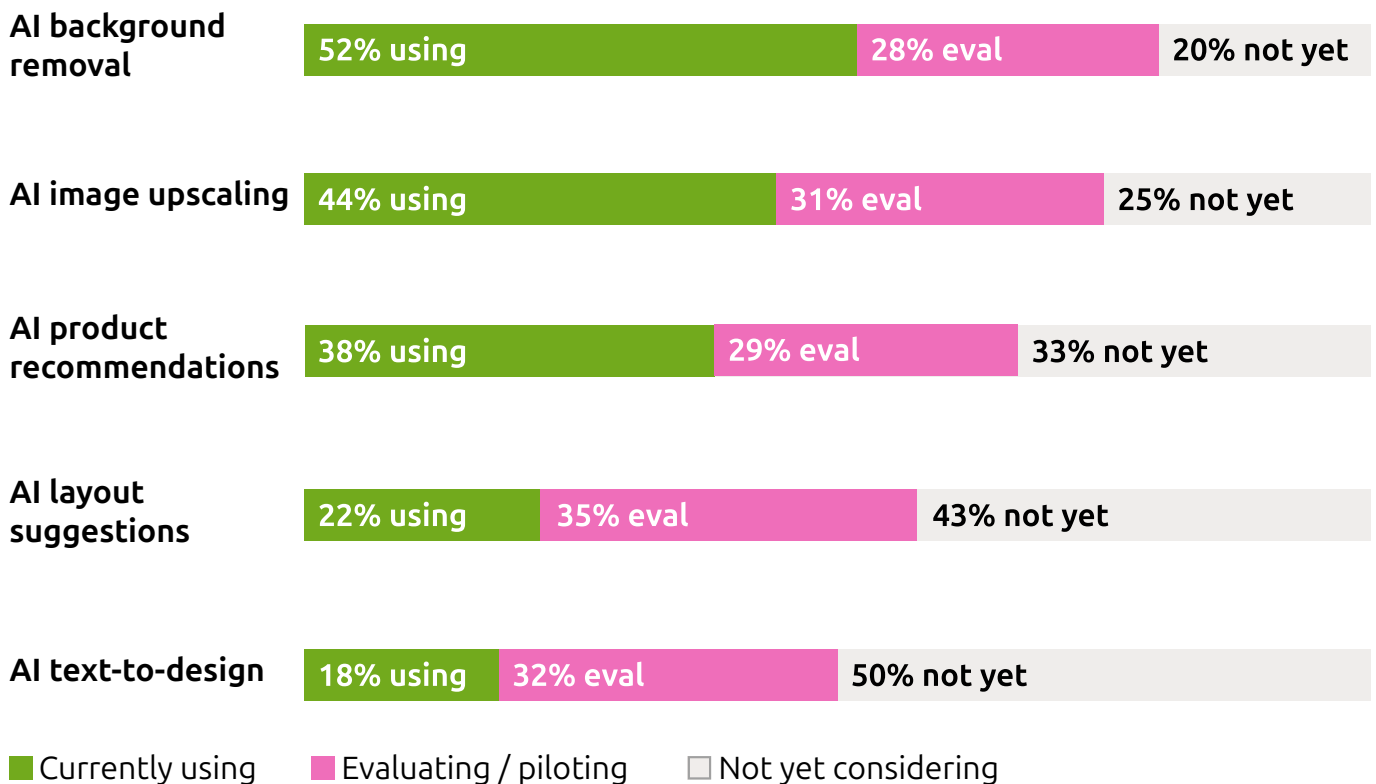


State of Personalization - AI Adoption Survey Data

Survey question 3

Which of the following AI features are you currently using, evaluating, or not yet considering?

Estimated AI feature adoption:



Background removal and **image upscaling** lead adoption - both are well-established, low-friction tools with clear ROI. **Text-to-design** and **layout suggestions** sit at the frontier, with significant evaluating intent pointing to strong near-term growth.

Research note: No published study has directly benchmarked these five features within the print personalisation industry. Adoption figures are directional estimates synthesised from Statista ecommerce AI data, Service Direct's 2025 Small Business AI Report, OpenText/Capgemini's World Quality Report 2025, and EComposer's AI in Ecommerce Statistics 2025. Background removal and upscaling figures reflect their status as the most commoditised AI image tools.

14%

of ecommerce shops already use AI for image manipulation or pattern recognition (Statista, 2024)

72%

of small businesses cite AI integration complexity as a top post-adoption challenge (Service Direct)

Only 33%

of organisations have fully implemented AI despite 71% having tried it (Envive, 2025)

77%

of ecommerce professionals now use AI daily. Up from 69% in 2024 (EComposer)

Survey question 4

What is your biggest concern about adopting AI tools in your personalization workflow?

Estimated concern distribution:

Integration complexity

64%



World Quality Report 2025 (OpenText/Capgemini, n=900+): integration complexity cited by 64% as a top scaling barrier

Quality / reliability

60%



MIT/Wavestone 2025: model quality and reliability cited as the #2 barrier to enterprise AI scaling, ahead of cost

Customer trust

43%



Hostinger/Datalily survey 2024 (n=1,000): 43% of leaders cite lack of AI expertise; Attest 2025 finds trust a primary consumer-facing concern

Cost

30%



ANS/YouGov UK survey 2025 (n=1,000+): high costs cited by 30% of IT decision-makers as a top adoption barrier

Not sure where to start

26%



Service Direct 2025: 62% of non-adopters cite lack of understanding of AI's benefits; 26% directional estimate for this framing

No concerns

8%



Inverse of adoption hesitancy data; consistent with ~8–12% of ecommerce professionals reporting full AI confidence (EComposer 2025)

Research note: No study has directly surveyed personalisation workflow professionals on these specific concerns. Figures are directional estimates synthesised from: World Quality Report 2025 (OpenText/Capgemini, n=900+ quality engineering leaders), ANS/YouGov UK survey 2025 (n=1,000+ IT decision-makers), Hostinger/Datalily survey 2024 (n=1,000 US business leaders), Attest Consumer AI Adoption Report 2025 (n=5,000 US/UK/CA/AU consumers), and Service Direct Small Business AI Report 2025. Integration complexity and reliability/quality concerns consistently rank highest across all studies. Cost is a significant but secondary barrier. A sector-specific survey of print and personalisation operators would sharpen this picture considerably.

43%

cite lack of AI expertise as the top 1 adoption barrier (Hostinger/Datalily, 2024)

64%

report integration complexity as a top challenge to scaling AI (World Quality Report 2025)

60%

flag reliability and hallucination concerns as a barrier to wider deployment

30%

of IT decision-makers cite cost as a top barrier to AI adoption (ANS/YouGov UK, 2025)

Why the AI opportunity in print is different from broader E-commerce

In most E-commerce contexts, AI personalization operates invisibly. The customer never sees the algorithm that selected their product recommendations. In personalized print, AI is visible and collaborative. The customer uses AI tools directly, as part of the creative process. This changes the stakes considerably.

Done well, AI in print UX lowers the barrier to entry for non-designers, reduces the time from inspiration to order, and increases the perceived value of the final product. Done poorly, it introduces errors that are discovered at the customer's door, when the mug arrives with the wrong background, or the photobook layout does not match what was shown in the editor. The quality bar for AI in personalized print is therefore higher than in most other E-commerce contexts.

05

Platform and integration landscape: where personalized products are sold

Which platforms dominate, where the integrations matter
and what developers need to know

The platform landscape in 2025

Most personalized product businesses operate through one of a small number of E-commerce platform ecosystems. Understanding the platform landscape is essential for both print companies choosing their technology stack and for developers and agencies building personalization solutions.

Shopify holds approximately 30% of the US E-commerce market and 10.56% globally; figures that climb to 28.8% among the top one million highest-traffic websites. This concentration at the premium end of the market reflects Shopify's dominance among serious E-commerce merchants. For personalized product businesses, Shopify's app ecosystem and strong developer community make it the default choice for ambitious growth.

WooCommerce powers between 18% and 33% of all E-commerce websites globally, depending on the dataset it accounts for over 4.5 million active stores. Its lower barrier to entry and open-source flexibility make it the dominant platform for smaller print companies and independent merchants, particularly in Europe.

30%

Of US E-commerce market share held by Shopify, the dominant platform for scaling personalized product businesses, with a growing app ecosystem for print and customisation integrations.

Source: Charle, 2026; multiple sources

Mobile-first is no longer optional

73% of global E-commerce transactions now take place on smartphones. In the UK, 28% of all retail sales now occur online, with mobile driving a disproportionate share of that growth.

For personalized products historically a desktop-heavy category due to the complexity of the design experience this creates both a challenge and an urgent opportunity.

Print companies that have not optimised their personalization interface for mobile are not merely missing a portion of their potential market; they are actively losing customers who arrive on mobile, encounter a sub-optimal experience, and abandon. Nearly 45% of new web-to-print software solutions now offer mobile compatibility as a core feature up sharply from even two years ago.



The integration imperative

Web-to-Print businesses do not operate in a single platform silo. The typical personalized product business has a storefront (Shopify, WooCommerce, Magento, or a custom build), a design tool (often embedded via API or iFrame), a production workflow system, and increasingly a marketplace presence (Amazon Custom, Etsy). The quality of integration between these layers, and the ability to pass clean, print-ready files automatically through the chain, is a primary determinant of operational efficiency.

Adoption of web-to-print solutions has reduced average print order processing time by 37% for shops that have implemented them well (Market Growth Reports, 2026). 81% of enterprises that invested in web-to-print platforms reported a significant reduction in operational costs within the first year.

The implementation gap is the defining challenge of the market

The data on personalization's commercial benefits is compelling. The market growth figures are strong. Consumer demand is clear. And yet 96% of retailers still struggle with effective personalization implementation (Amra and Elma, 2025). This is not a knowledge gap, it's an execution gap, and understanding its causes is essential for any business trying to compete in personalized print.

The barriers operate at several levels simultaneously. Some are technical: the difficulty of integrating modern personalization tools with legacy print management systems. Some are operational: the time and resource required to build and maintain a template library at scale. Some are commercial: uncertainty about which investments will actually move conversion rates.



Struggle with **outdated systems** and disconnected workflows

Technical barriers

Over 30% of small print companies report challenges in synchronising older hardware and legacy print management systems with new digital storefronts (Market Growth Reports, 2026). This is particularly acute for established print businesses that grew up with offset and screen-printing workflows and are now trying to retrofit web-to-print capabilities onto infrastructure that was not designed for it.

The cloud-based model has helped substantially; cloud solutions now account for over 65% of web-to-print software market share, largely because they remove the need to manage server infrastructure. But the integration challenge does not disappear with a cloud solution; it simply moves from hardware to data: passing customer personalization data cleanly into production workflows, generating print-ready files that meet press specifications, and maintaining quality across a product catalogue that may span hundreds of templates.

Operational barriers

Template creation and maintenance is consistently cited as one of the most time-consuming aspects of running a personalized product business. Every new product requires a template; every template requires design skill to build, test across devices and screen sizes, and maintain as products evolve. For a small or medium-sized print companies adding personalization to an existing catalogue, this represents a significant upfront investment.

The pace of design tool development adds another layer of operational complexity. AI-generated layouts, new preview formats, and mobile-optimisation requirements mean that a template library built 18 months ago may already require substantial updating to remain competitive.

Commercial barriers

Perhaps the most underappreciated barrier is simply uncertainty about where personalization investment will yield the best return. Print companies face a wide range of decisions, which products to personalize, how complex to make the editor, whether to gate certain design options behind a premium price point, without reliable benchmarks to guide those decisions.

This is precisely the data gap that original research in this area can address. Print-shop-specific conversion rate, AOV, and customer satisfaction data gathered from operators at scale would give the industry a set of benchmarks that do not currently exist.

96%

Of retailers struggle with effective personalization implementation revealing a huge gap between understanding the opportunity and being able to execute on it.

Source: Amra and Elma (2025)

AI will move from feature to infrastructure

The current wave of AI adoption in personalized print is largely feature-level: AI upscaling here, AI background removal there. The next phase will be infrastructural; AI embedded in the workflow itself, not bolted on top of it.

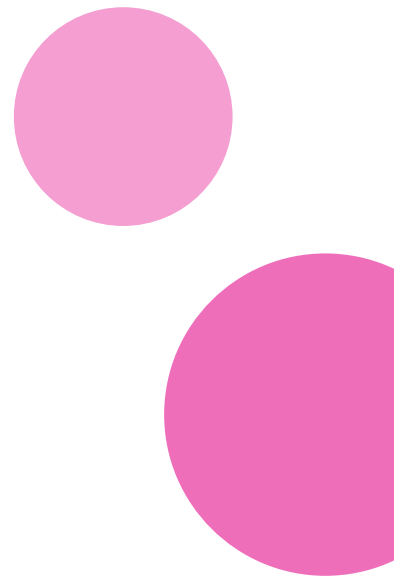
Text-to-design generation, converting a simple prompt into a complete, editable, print-ready layout, represents the most transformative near-term shift. As these tools mature, the barrier to creating a high-quality personalized product will fall dramatically, both for professional designers building template libraries and for end customers creating their own designs. The W2P software market's 10.36% CAGR through 2035 (Market Research Future) is in large part a bet on this AI-infrastructure transition.

Separately, AI-driven demand forecasting for example predicting which personalized product categories will perform well in a given season or region, will begin to give larger print companies a meaningful competitive advantage in inventory and capacity planning, even within a print-on-demand model.

Mobile-first will become mobile-native

The gap between desktop and mobile personalization experiences was still significant in 2025. Most personalization editors were designed for desktop and adapted for mobile; the best solutions will be designed for mobile first, with desktop as the secondary consideration.

With 73% of global E-commerce transactions on mobile and mobile commerce projected to reach \$2.12 trillion by 2030, the print companies and platform providers that crack genuinely excellent mobile personalization, not just a responsive version of a desktop editor, but an experience that feels native to a touchscreen, will have a significant conversion advantage.



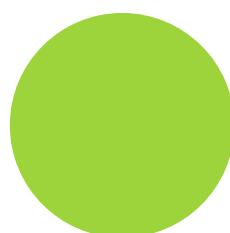
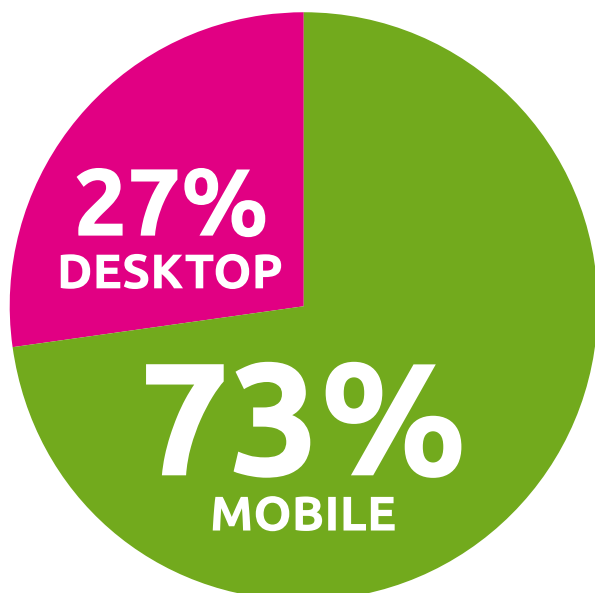
Sustainability pressure will reshape product and workflow decisions

Sustainability is becoming a material commercial consideration, not merely an ethical one. 60% of online consumers globally now demand environmentally friendly products, and 45% are willing to pay a premium for sustainably made items. The EU Deforestation Regulation, fully enforceable for large firms from December 2025, has expanded the compliance burden for print suppliers to include material provenance documentation.

For personalized print businesses, this creates both a challenge and an opportunity. Print-on-demand's zero-inventory model is inherently less wasteful than traditional print-and-hold approaches. Suppliers who can credibly communicate the sustainability credentials of their personalized products, including paper provenance, ink type, and carbon footprint, will increasingly differentiate on this dimension.



Demand
eco-friendly
products



Cross-border and multilingual growth

Cross-border E-commerce is growing at approximately 30% annually. For personalized product businesses, this growth creates an urgent need for multilingual personalization interfaces. Tools that allow customers to personalize in their own language without requiring separate template versions for each market.

Asia-Pacific's 7.5% W2P growth rate is partly a function of mobile penetration and manufacturing capacity, but it also reflects the expansion of a consumer class that expects localised, personalized products in their own language and cultural context.

Platforms and print companies that can serve this demand without rebuilding their entire template library for each market will capture a disproportionate share of this growth.

The consolidation of the vendor landscape

The web-to-print software market attracted \$780 million in investment in 2023 alone, with 68% of investors backing companies that offer AI integration for real-time design customisation. This level of investment will drive both innovation and consolidation over the next two to three years.

Smaller personalization tool providers will find it increasingly difficult to keep pace with the AI development curve. Print companies that have built their operations around deeply integrated personalization platforms are therefore well served by evaluating their vendors not just on current feature sets but on AI development trajectory and financial backing.



Web-to-print
software market
2023

A large pink circle containing the text '30%' in white, with 'ANNUAL GROWTH' written below it in white capital letters. A thick green curved line starts from the bottom left and passes behind the circle. A thick pink vertical bar is on the right side of the page, with the green line passing behind it.

30%

**ANNUAL
GROWTH**

Cross-border
E-commerce

CONCLUSION

The personalization imperative

The personalized print market in 2026 is not a niche waiting to go mainstream, it already has. A \$27–35 billion global market, growing steadily and accelerating in its most consumer-facing segments, is the backdrop for a set of genuinely open competitive questions: which shops will build the best mobile experience? Which platforms will make AI-powered design creation genuinely accessible to non-designers? Which brands will turn the sustainability credentials of print-on-demand into a commercial differentiator?

The execution gap is real but closeable. 96% of retailers may struggle with personalization implementation, but the tools available to address that struggle have never been better or more accessible. Cloud-native platforms, AI-powered design features, photorealistic previews, and deep E-commerce integrations have removed most of the technical barriers that kept personalization out of reach for smaller print businesses even three years ago.

What remains is largely a challenge of prioritisation, knowledge, and platform choice. This report is intended to provide the market context for that prioritisation. The data gaps flagged throughout, particularly around print-shop-specific conversion rates, AI adoption, and the buyer experience of physical personalized products, represent the next frontier of industry knowledge. The businesses and platforms that invest in filling those gaps will help define the market's next chapter.

Methodology and data sources

This report synthesises publicly available market research, industry analysis, and E-commerce data published between 2024 and 2026. Key sources include Mordor Intelligence, IMARC Group, Research & Markets, Market Research Future, Market Growth Reports, McKinsey, Salesforce, Contentful, SAP Emarsys, Charle and Wisernotify.

Where market size figures vary across sources, the report presents ranges rather than single-point estimates and attributes each figure to its source. Readers are encouraged to consult primary research for sector-specific or regional analysis beyond the scope of this report.

THE GOOD NEWS

96%

of retailers may struggle with personalization implementation, but the tools available to address that struggle have never been better or more accessible.

About Printess

Printess is the world's most versatile personalization and web-to-print platform. Founded in 2020 and headquartered near Berlin, Printess provides print companies, E-commerce brands, agencies, and multi-location businesses with a fully browser-based design tool, photorealistic previews, AI-powered design features and seamless integrations with Shopify, WooCommerce, Infigo, be.print, Magento and more. Learn more at printess.com

That's all Folks!

