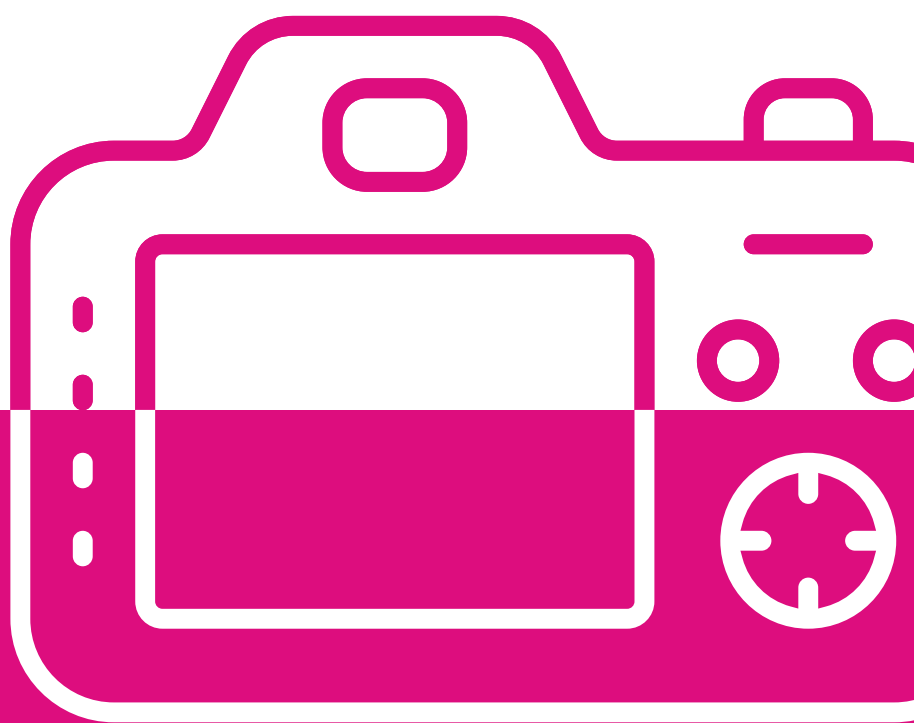




WORLD PHOTOGRAPHY DAY 2026

The 2026 Photo Habits Survey



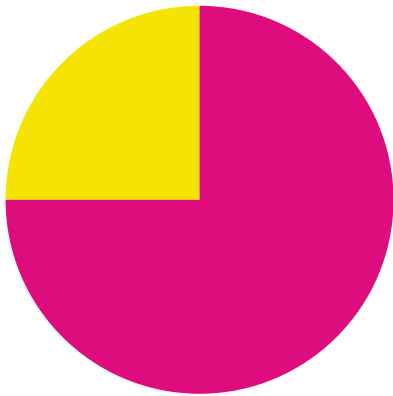
340+ Responses

Snapshot poll conducted July 2026

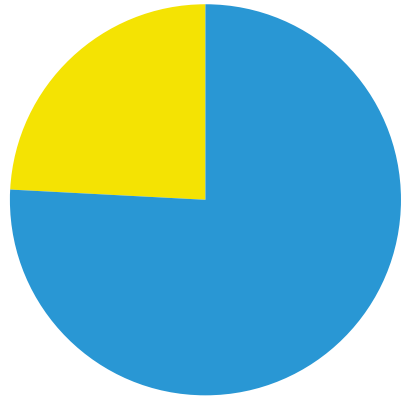
A downloadable research report by Cartridge People

AT A GLANCE

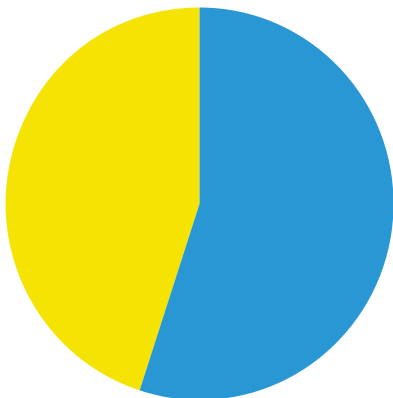
The Headline numbers



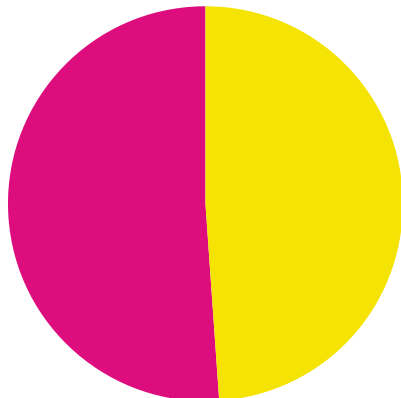
75%- say preserving favourite photos long-term is very important



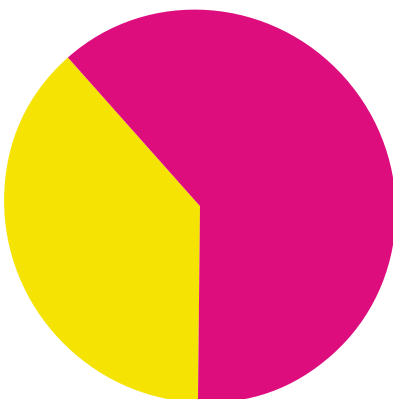
76%- are concerned about losing their digital photos



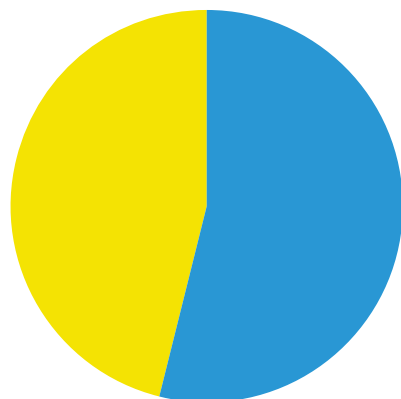
55%- store photos on their phone



49%- keep printed photos



62%- print photos to display memories at home



54%- would print more if costs were lower

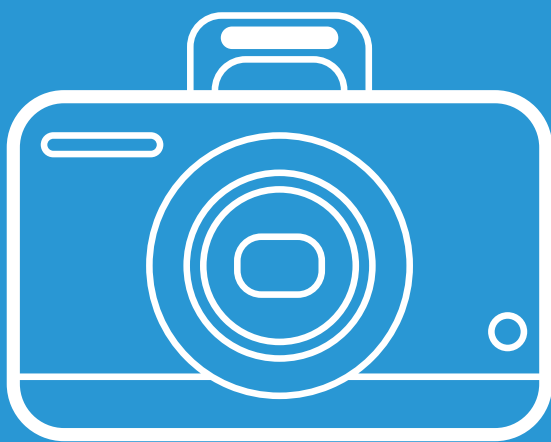
What this means

Printed photography is not being replaced by digital habits; it is evolving alongside them, with physical copies still valued for display, gifting, keepsakes and peace of mind.

HOW WE VALUE OUR IMAGES

Photos matter- and people keep coming back to them

Taking photos remains a regular part of daily life, and respondents report revisiting their images - digitally or physically - fairly regularly. That points to lasting value beyond the moment a photo is taken.



75%
say preserving their
favourite photos
long-term is very
important.

A photo is not just captured - it is revisited.

The survey suggests people value access to their memories over time, whether they are stored on a device, in the cloud, or printed and displayed.

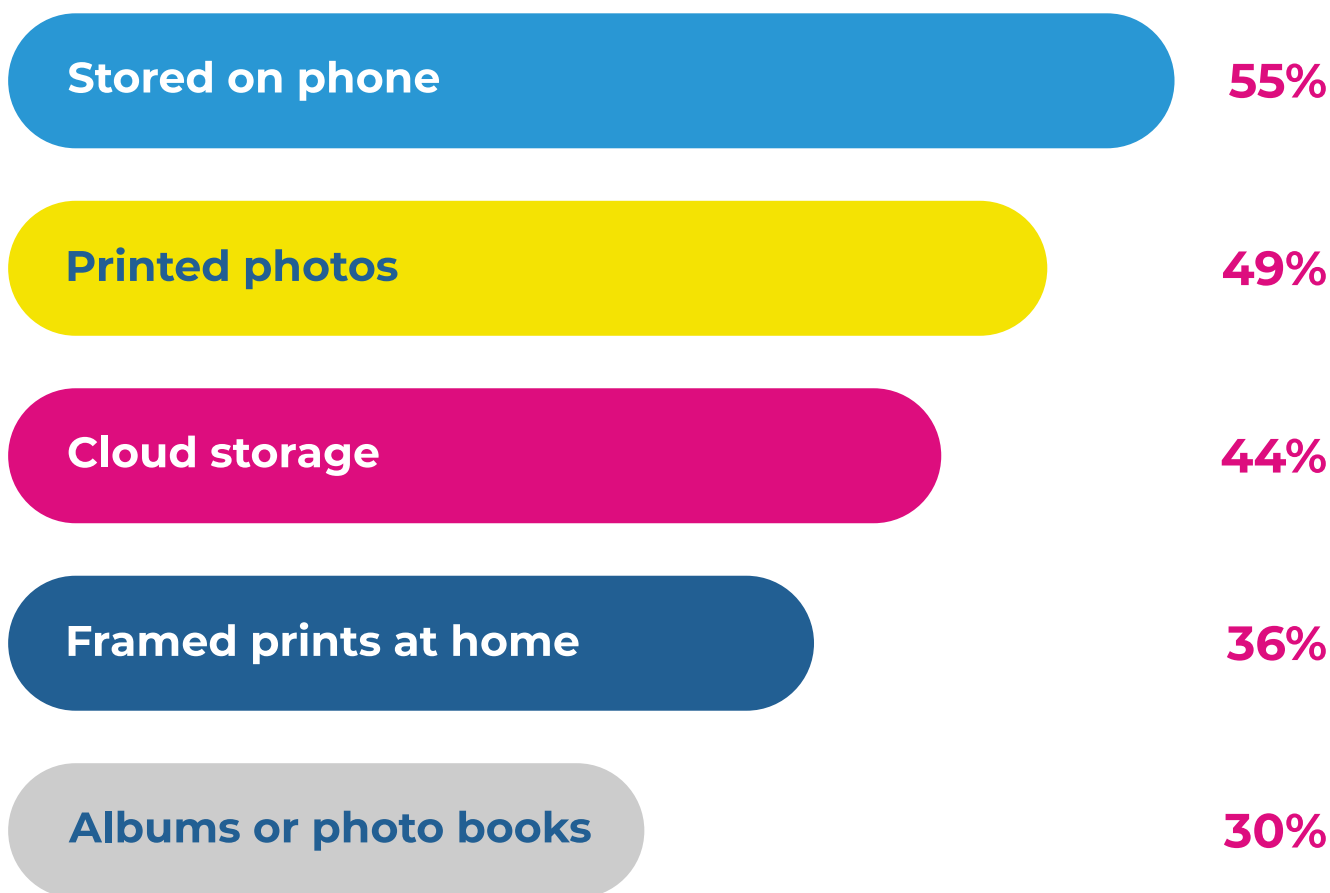
Editorial angle for media

The preservation story creates a strong hook for lifestyle and consumer-tech coverage: people love digital convenience, but they are also worried about losing the memories stored there.

HOW PEOPLE KEEP FAVOURITE PHOTOS

Digital dominates. Physical still matters.

Phones and cloud storage lead the way, but printed formats remain a significant part of how respondents preserve and enjoy photographs.



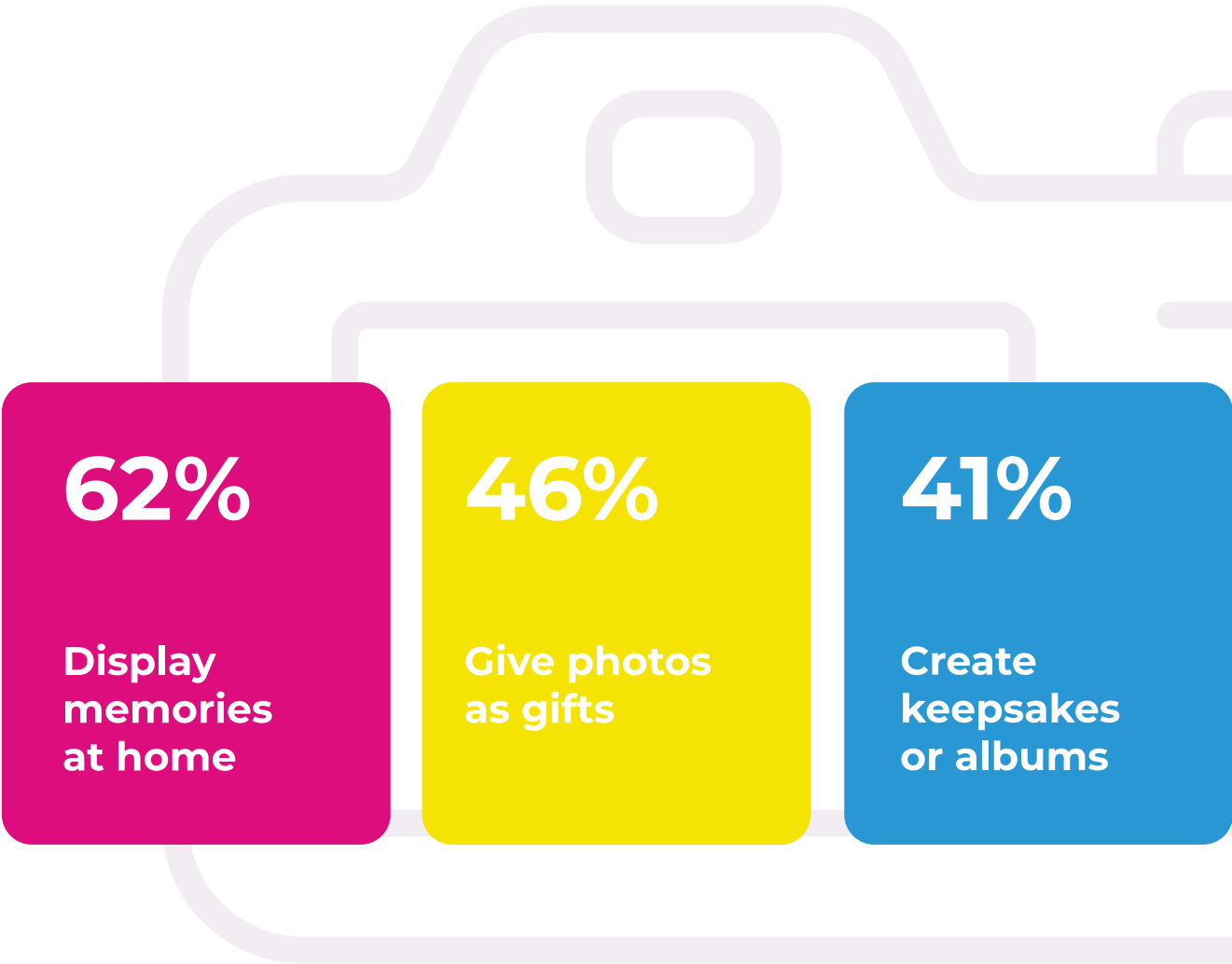
2025 comparison

Last year's study also found demand for physical copies as mementoes, decoration and gifts. The 2026 results reinforce the idea that printed photos complement digital storage rather than replace it.

WHY PEOPLE PRINT PHOTOS

Meaningful moments are what get printed

Despite concern about losing digital images, respondents tend to print only a few times a year. When they do print, the reasons are highly emotional and occasion-led.

An infographic featuring three vertical bars of different colors (pink, yellow, and blue) representing different reasons for printing photos. The bars are set against a background with faint, stylized outlines of a camera and a film strip. The pink bar is the tallest, followed by the yellow bar, and then the blue bar.

62%

**Display
memories
at home**

46%

**Give photos
as gifts**

41%

**Create
keepsakes
or albums**

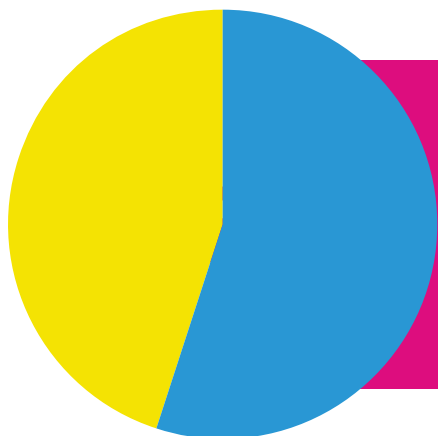
COMPARISON TO 2025

“Tangible mementoes” and being more likely to look at a physical photograph were key motivations last year.

Across both surveys, emotional value remains central to photo printing behaviour.

CONVENIENCE AND CONTROL

Home printing remains the leading route



More than half of respondents say they most often print photos at home.

That fits the broader pattern: when people print at home, they prioritise practical benefits that make the process quick, dependable and flexible.

Convenience

56%

Print quality

52%

Control over what they print

45%

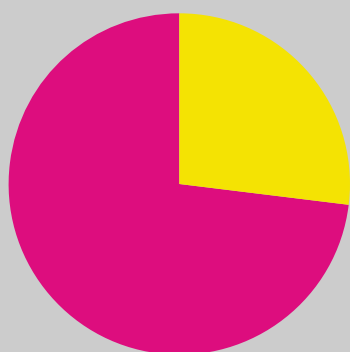
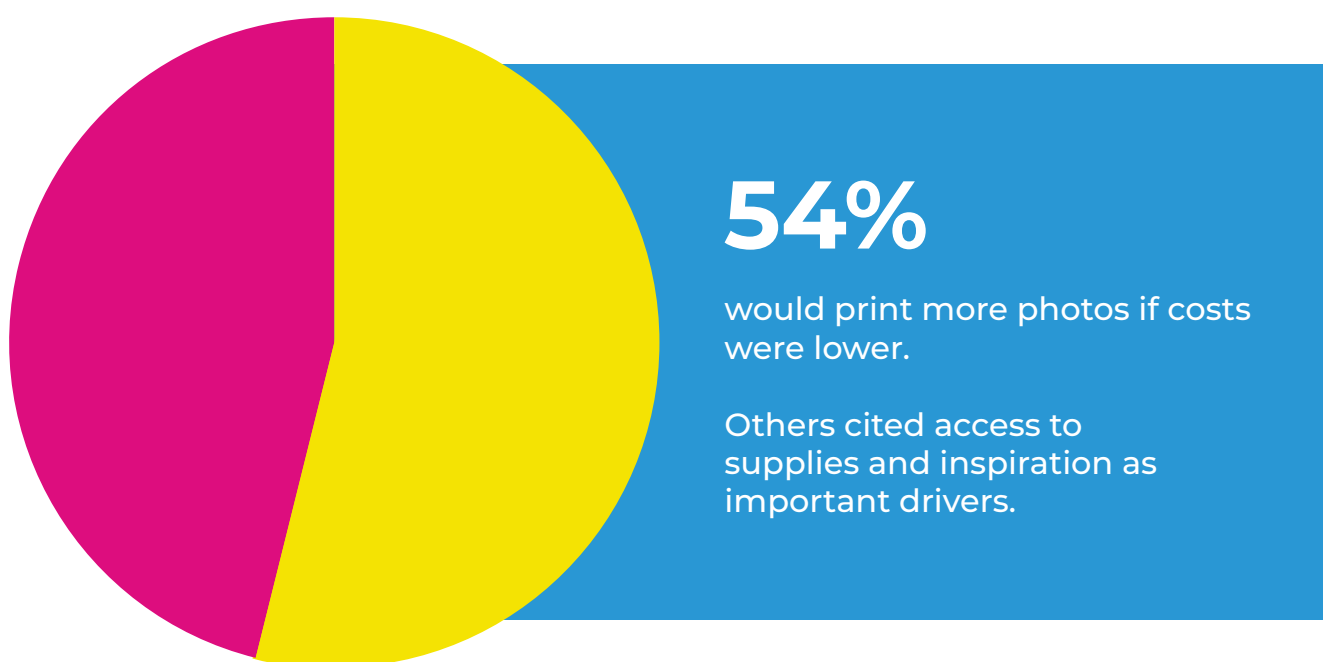
2025 comparison

In the larger 2025 survey, 83% said they use a home printer. Home printing continues to stand out as an important part of the photo-printing journey.

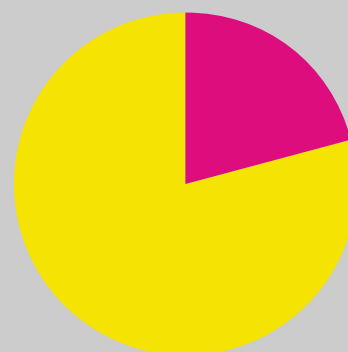
WHAT COULD UNLOCK DEMAND

There is clear appetite to print more

Most respondents print only a few times a year, yet a significant group wants to print more often. Cost stands out as the clearest barrier.



27%- *would like to print more often than they currently do*



21%- *already say they print regularly*

2025 comparison

Cost was also a barrier last year, when around 16% cited it as a limiting factor. Removing friction could unlock more value from already-positive attitudes towards printing.

TWO SURVEYS, ONE CLEAR STORY

What stayed consistent from 2025 to 2026

The 2026 poll is a smaller snapshot, but its findings broadly align with the larger 2025 study.

340+
Respondents in 2026

1400+
Respondents in 2025

Physical photos - Printed copies remain valued alongside digital storage.

Emotional Value - Mementoes, display, gifting and keepsakes remain key motivations.

Home printing - Home remains a major route for photo printing.

Barriers - Cost continues to limit how often some people print.

Summary

The format of photography is changing, but the underlying desire to preserve and share meaningful images is remarkably consistent.

CONCLUSION

Photo printing is evolving - not disappearing

Across both surveys, a clear picture emerges: people continue to take and store large numbers of photos; digital storage dominates; printed images remain highly valued; home printing supports convenience and accessibility; and there is appetite to print more when it is easy and affordable.



Digital first - Phones and cloud storage are central to everyday photo keeping.



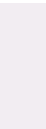
Physical still matters - Printed photos, frames and albums remain part of the mix.



Emotion drives action - Display, gifts and keepsakes are the strongest printing motivations.



Ease matters - Convenience, print quality and control shape home-printing behaviour.



There is headroom - Lower costs could encourage many people to print more often.

Survey details

2026 survey: conducted July 2026, 340+ respondents (snapshot poll)

2025 survey: conducted with 1400+ respondents.

Suggested citation: Cartridge People, “The 2026 Photo Habits Survey”.