Print Industry Trends
A Digital Future

1. Digital influences are all around us
   - Vinyl
   - CD
   - MP3
   - 25 billion+ songs downloaded on iTunes
   - Film
   - Digital Camera
   - Smartphone
   - 1 trillion+ digital photos

There have been more photos taken in 2012+2013 than the rest of history combined

2. The growing world of digital printing
   - In 2018 the total print market will be worth $911bn
   - Digital print share of print market
     - 2008: 9.8%
     - 2018: 20.6%

3. Demand for colour prints
   - Increase in demand for colour print pages of 489%
   - 2009: 203.6 billion
   - 2014: 459.5 billion
   - 2021: 1.2 trillion

4. UK Print Market
   - The UK Print Market is worth over £20 billion
   - UK print turnover by sector:
     - 34% Advertising
     - 30% Newspapers, Books and Magazines
     - 17% Other
     - 14% Packaging & Labels
     - 5% Security Printing

Do you want to find out more about the benefits of Digital Printing?
Ask the experts at digitalprinting.co.uk

Sources:
1. HP Indigo digital press 2012 information guide
2. Smithers Pira Study – The future of offset vs digital printing to 2018
3. Infotrends 2011 - “Production inkjet and roll-fed market”
4. BPif UK Printing – the facts and figures leaflet

$131.5bn
Digital print in 2013

$187.7bn
Digital print in 2018

The UK Print Market is worth over £20 billion

9.8%
20.6%

43% Growth

25 billion+
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