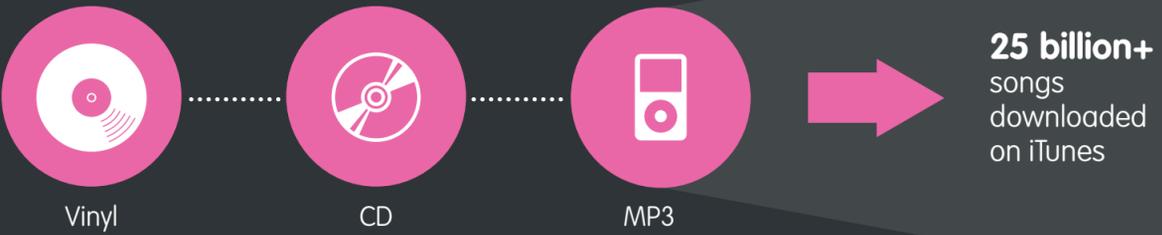


# Print Industry Trends

## A Digital Future

### 1. Digital influences are all around us

#### Music

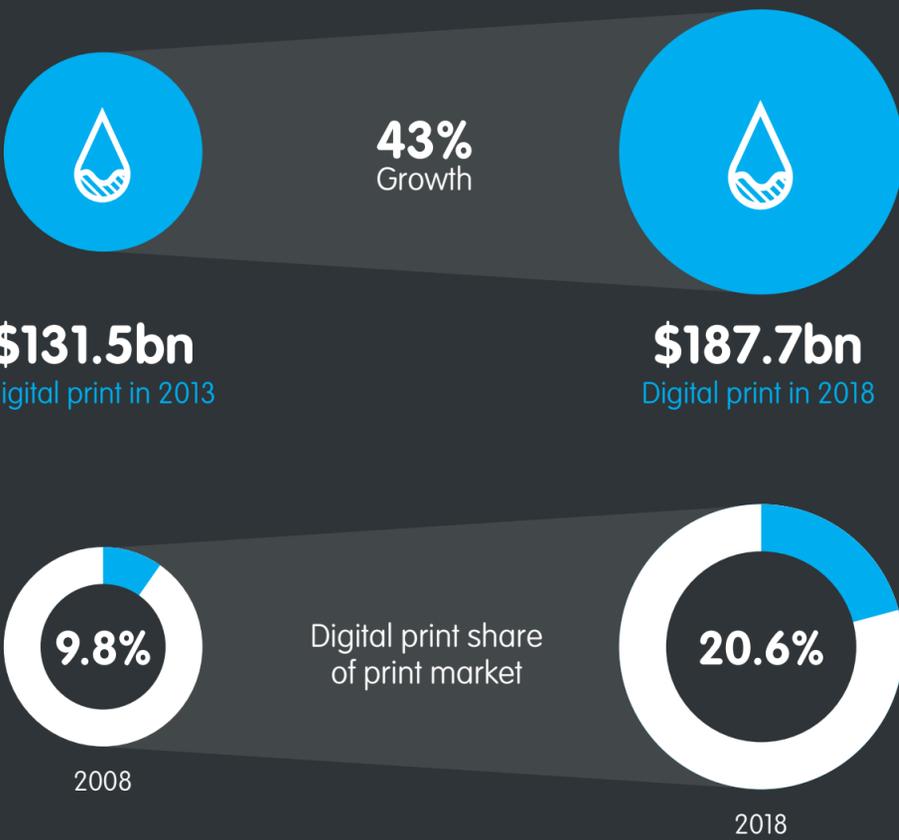


#### Photos



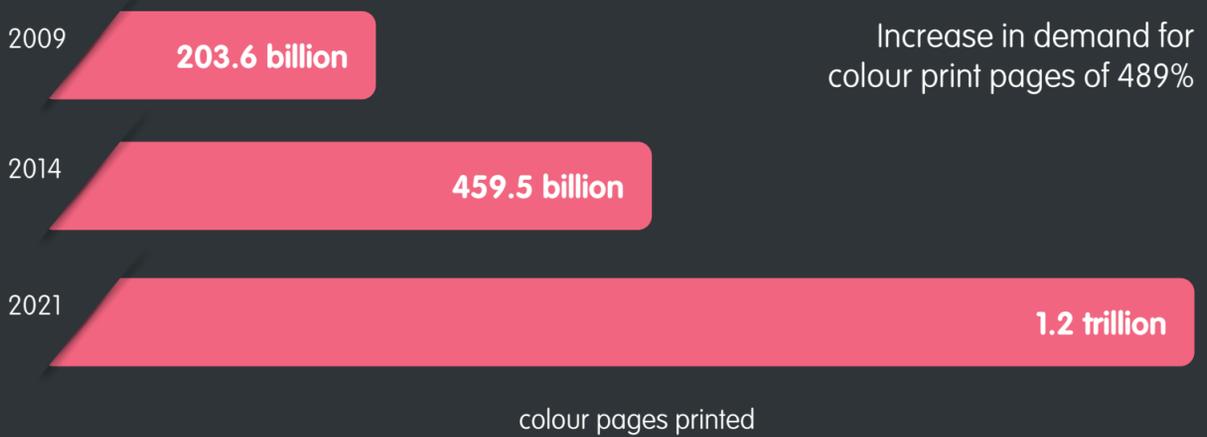
There have been more photos taken in 2012+2013 than the rest of history combined

### 2. The growing world of digital printing



In 2018 the total print market will be worth \$911bn

### 3. Demand for colour prints



### 4. UK Print Market



#### 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](http://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



[digitalprinting.co.uk](http://digitalprinting.co.uk)