

DIGITAL PRINT

MARKET TO 2032

PRINTING SERIES

Over the next decade, digital print markets will develop inside the broader print market, itself within a shift toward an increasingly digitalised world. Print markets depend on end-user preferences that are dependent on the wider economic situation and their individual status. Technology developments are another major factor in the prospects for digital printing.

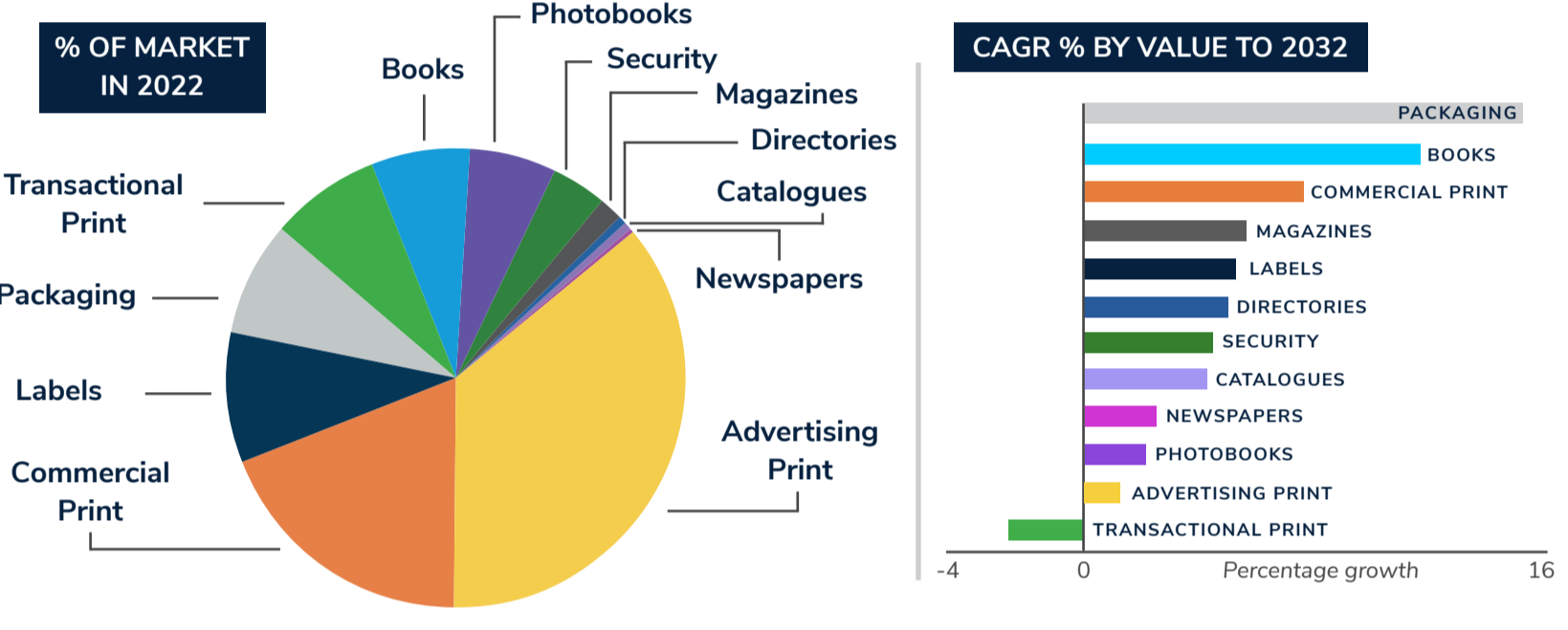
Global digital print market estimated to be worth \$136.7 billion in 2022	Global digital print market forecast to be worth \$230.5 billion in 2032	Global digital print volume will increase by 5.8% CAGR to 2027	Largest market is inkjet, which accounts for 61.4% of value in 2022
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DIGITAL PRINTING MARKET OVERVIEW

2022	31.1% of the market	16.8% of the market	8.2% of the market	4.7% of the market	4.1% of the market
2032	24.6% of the market	21.8% of the market	6.3% of the market	4.7% of the market	3.9% of the market

3.0 trillion A4 prints in 2032 - an increase of 68.6% in 2022	308,000 tonnes of ink & toner set to be consumed in 2022	End-users expected to spend \$22.7 billion in 2022	Investment in new machinery at \$5.2 billion in 2022	Inkjet to increase to 74.1% in terms of value by 2032
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BREAKDOWN BY END-USE



DIGITAL PRINTING MEGATRENDS

COVID-19 PANDEMIC	SUSTAINABILITY	DIGITILISATION	CONSUMER PREFERENCES
DEMOGRAPHICS	ADVERTISING CHANGES	RETAIL CHANGES	SUPPLY CHAIN CHANGES

IMPACT OF CURRENT GEOPOLITICAL TENSIONS

There is **significant uncertainty** in markets, and many western nations have applied a variety of **economic sanctions** against Russia, and individuals identified as being close to the Russian government. Several multi-national companies have announced they are ceasing activities in Russia in protest.

There is no doubt that there will be ramifications from the conflict on **wider print and packaging markets**, with some already being felt in Ukraine and Russia.

IMPACTS ON UKRAINE	<ul style="list-style-type: none"> - Damage to Ukrainian infrastructure, which will include print houses and their suppliers - Distribution of products, and raw materials that may be imported, has been disrupted so Ukrainian print markets will be reduced in 2022 and potentially in the longer term - Staff members have left to join the resistance, whilst others have left the country as refugees
IMPACTS ON RUSSIA	<ul style="list-style-type: none"> - Rising interest rates, inflationary pressures and economic sanctions are creating consumer uncertainty that will also reduce print demand - Sanctions may impact the import of consumables and spare parts from European and US manufacturers, and some Asian companies
IMPACTS ON INDUSTRY	<ul style="list-style-type: none"> - In the wider print community, currently battling increased costs for many consumables inc. paper, inks and toner, energy and distribution, the impacts of the conflict will spread - Oil and gas prices have spiked, increasing costs for paper manufacture. Many mills have imposed significant price rises - Prices for aluminium, used to make litho plates, rose in February pressuring litho further - Changing consumer demand; as consumers see their discretionary spending limited they will buy less print and economic slow downs result in less demand for many printed items overall - Will impact analogue printing more heavily than digital

Outside of Ukraine and Russia the conflict is **not expected have major impacts on digital print output** in the short term, but it will further accelerate the analogue to digital transformation. The likely impacts will depend on the length of the conflict, whether the conflict spreads, and the outcome which is not currently known.

<p>FIND OUT MORE</p> <p>Authored by the renowned Dr. Sean Smyth, Smithers' new market report, The Future of Digital Printing to 2032, covers the impact of major trends and drivers shaping the future of digital print in 2022 through to 2032, including sustainability and retail changes.</p> <p>The study also provides exclusive technology forecasts, and segments the data by technology, end-use and region.</p> <p>FIND OUT MORE & DOWNLOAD BROCHURE</p>	<p>ABOUT SMITHERS</p> <p>Smithers have over 100 years of knowledge and experience, and is the recognised market leader for producing industry reports. Our market research brings together a global network of experts, and the methodology blends deep secondary and primary research across an unrivalled industry network.</p> <p>Smithers also run industry-leading conferences, and offer extensive testing services across the world.</p> <p>FIND OUT MORE</p>	<p>HAVE A QUESTION? GET IN TOUCH WITH US:</p> <p>Europe Stephen Hill shill@smithers.com +44 (0) 1372 802025</p> <p>Americas Sean Walsh swalsh@smithers.com +1 330 762 7441 ext. 1134</p> <p>Asia Ciaran Little clittle@smithers.com +44 (0) 1372 802079</p>
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