

GLOBAL PRINTING TRENDS

THE STATS



Despite digital technologies transforming industries, print is still alive and well. In fact, consumers seem to love their business cards, magazines and printed books as much as ever.

PRINTED MAGAZINES (AND MAGAZINE ADVERTISING) ARE THRIVING

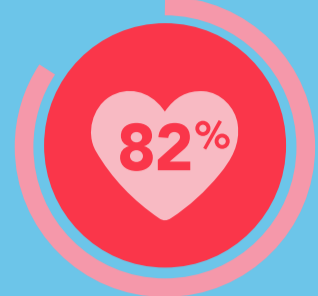


A whopping 95% of consumers under 25 read magazines in print.



\$3.94 ROI

And advertisers know it – earning a \$3.94 ROI on every \$1 spent.



82% of consumers trust print ads in magazines and newspapers, compared to just 25% who trust online ads.

BUSINESS CARDS STILL REIGN SUPREME



Quality matters – 72% of people judge a company by the **quality** of its business card.



27 MILLION

So, despite digitisation, that's why 27 million business cards are printed **every day** – just under 10 billion annually.



And it **pays off** – company sales rise 2.5% for every 2,000 cards handed out.

4 WAYS THE INDUSTRY HAS ADAPTED



DIGITAL PRINT

The digital print market will be worth nearly **\$29 billion in 2023** – consumer preferences are adjusting and smart businesses are adopting the tech.



INSIDE-THE-BOX PRINTING

With the rise of unboxing videos and more unique customer experiences, printing inside the box is expected to be **one of the top trends** in the future.



CUSTOMISATION

Consumers want to design their own packaging, with digital printing offering fast, high-quality and customisable printing.



PAYG

Rather than paying a monthly invoice, consumers now prefer **pay-as-you-go** models for greater flexibility. This also means smoother cash flow for printing businesses.

THE ENVIRONMENT IS A KEY CONCERN FOR AUSTRALIANS



Paper continues to be completely sustainable, and the printing industry is one of the **biggest users** of renewable energy.



Most consumers want to see the 'recyclable' logo printed on their packaging.



Specialised printing tech is creating **flexible packaging** to reduce the impact of fast-moving consumer goods (FMCG) items.



Manufacturers and printing organisations are investing in better products to reduce post-consumer waste.

WHAT DOES THE FUTURE OF PRINT LOOK LIKE?



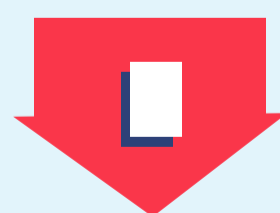
Australia's printing industry turns over **\$8 billion annually** and employs around 30,000 people across nearly 5,000 businesses.



Automated workflow processes are better at **connecting consumers**, printing systems and services.



Hybrid printing is taking the driver's seat to manage complex print tasks with specialised coating and printing needs.



Shorter production runs are helping the traditional print industry compete with digital print.



Computer-to-plate imaging tech is paving the way for full workflow automation.



Want to know more about the latest in the printing industry?
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For the love of print

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