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28. Mai - 7. Juni 2024

Düsseldorf
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no. 1 for printing technologies

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9th drupa Global Trends Report:

Global print industry shows increasing confidence across almost all markets and regions despite economic headwinds

The 9th drupa Global Trends Report, to be published in November 2023, is a clear statement of increasing confidence across almost all regions and markets. Printers and suppliers alike forecast it will be even better next year; good for drupa 2024.

The findings come from the 9th Global Trends in-depth survey, run this spring by Printfuture (UK) and Wissler (CH), when over 600 printers and suppliers from the drupa Expert Panel of senior decision makers. Globally 32% more printers and suppliers described their company's economic condition as 'good' compared with those that reported it as 'poor'. Amongst printers, almost all regions and markets were more buoyant than 2019, i.e. before Covid.

Richard Gray, Operations Director at Printfuture, stated: "While positive forecasts might be expected from Packaging and Functional printers, what was pleasing was the increasing confidence amongst Commercial and Publishing printers." It would appear that commercial and publishing printers have weathered the worst of the impact of digitisation, are starting to plan ahead with more confidence.

Higher prices bring more confidence

The source of such confidence across all markets is clear from the financial performance figures provided. Globally 50% more printers raised prices in 2023 than lowered them, sustaining the pattern of last year, after the previous



Messe
Düsseldorf

Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Deutschland


Telefon +49 211 4560 01
Telefax +49 211 4560 668
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de


Geschäftsführung:
Wolfram N. Diener (Vorsitzender)
Bernhard J. Stempfle
Erhard Wienkamp
Vorsitzender des Aufsichtsrats:
Dr. Stephan Keller

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

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U78, U79: Messe Ost/Stockumer Kirchstr.
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seven years of falling prices. Better revenues and margins have followed. This pattern was true across all markets, although there were regional variations.

Digital adaption is growing

The resilience of Sheetfed offset print volume across all markets is remarkable, matched amongst Packaging printers by growth in Flexo. Digital toner cutsheet colour print volume remains the leader among digital print technologies. Globally the digital adoption – printers claiming more than 25% of turnover in digital – is growing from 26% in 2014 to 29% in 2023. At first sight this is only a modest growth. However, various industry sources show volumes have grown significantly since 2014 even though the digital adoption rate appears to be slowing down.

Good prospects for investment

Capital expenditure tumbled during Covid, recovered a little last year and accelerated this year with 27% more printers investing more in 2023 than those who reduced expenditure; a better global figure than any year since 2017. An even higher investment rate is forecast for 2024, by both printers and suppliers. In general print technology and finishing remain the most popular targets, with sheetfed offset and digital toner cutsheet colour being the most popular technologies globally, though there are significant variations by market.

Strong industry growth forecasts must of course be balanced by recognition of stiff economic headwinds, with the risk of recession, or at least damaging inflation, now outweighing the impact of the pandemic and a wide variety of more specific regional socio-economic concerns.

Sabine Geldermann, Director drupa and Global Head Print Technologies at Messe Duesseldorf, commented: "Printers and Suppliers know they must

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innovate to succeed in the longer term. I am confident that drupa 2024 will be the ideal opportunity to explore how best to achieve this objective.”

Infographics and obtaining the full reports

Infographics showing the key findings are attached to this press release. The full report in English will be released by mid of November and will be available for sale from www.drupa.com. The executive summary will be available for free in German, English, French, Portuguese, Spanish and Chinese.

About drupa

Under the umbrella of the megatrends sustainability and digitalisation the international print and packaging sector will meet at drupa from 28 May to 7 June 2024. The world's leading trade fair for print technologies is synonymous with inspiration, innovations, high-calibre knowledge transfer and intense networking. This is where the international top decision-makers of the industry meet and exchange ideas on current technology trends and ground-breaking developments. Tickets for drupa 2024 are now available in the ticket shop at www.drupa.com.

Your PR contact for drupa 2024:

Cornelia Tautenhahn, Senior Manager MarCom (Press & PR)
Anne Schröer, Senior Manager MarCom (Press & PR)
Lea Sassenhausen, Junior Manager MarCom (Support)
Tel: +49 (0)211-4560 -588/ -465 /-993
TautenhahnC@messe-duesseldorf.de;
SchroeerA@messe-duesseldorf.de;
SassenhausenL@messe-duesseldorf.de