WIDE-FORMAT PRINTING REPORT: KEY RESULTS

- Operating cost inflation, labor shortages, and the pressure on margins they create continue to be major challenges for providers of wide-format printing. The consensus: "Wages are increasing. Costs are increasing. Prices must go up to maintain profitability. And efficiency must improve to stay competitive."
- The percent of wide-format providers surveyed who are very concerned about material shortages has declined to 62.2% from 92.5% over the past year, indicating that supply chains are healing. Nevertheless, markets for key materials are still tight enough to push prices higher.
- Sales are trending higher for 52.2% and prices are trending higher for 65.2% of our research panel. Pre-tax profitability, however, is rising for just 36.6%, indicating difficulty getting growth from the top line to the bottom line.
- Optimism has increased, with 37.0% now expecting business conditions to be more favorable this year than they were last year, up from 30.3% four months ago. Reasons include "less uncertainty than in 2022."
- The majority (58.1%) plan to make capital investments this year, 8.1% do not plan to invest, and 33.8% are not sure if they will be investing. Capital investment rates vary widely from company to company, but nearly half plan to invest 1.0%–4.0% of sales.
- Increasing productivity/efficiency, cited by 86.6%, tops the list of capital investment objectives. Increasing production speed (61.3%) and automation (60.5%) follow.
- E-commerce capabilities, cited by 63.2%, top the list of most desired capital investments. Next come wide-format inkjet (50.0%), workflow software (47.4%), and business intelligence applications (44.7%) such as management information systems, customer relationship management, and enterprise resource planning.
- Banners/soft signage/flags are expected to grow fastest through 2025, by 4.4%–5.6% on average per year, or by 13.7%–17.9% compounded annually over the full three years.
- The end markets expected to grow fastest in 2023 are warehousing/storage/fulfillment centers (3.1%–4.4%), hospitality (2.9%–4.2%), and conferences/meetings/in-person events (2.9%–4.2%).

Download the Full Report

Throughout the year, PRINTING United Alliance's research team creates top-notch reports for the industry and works with consultancies to conduct commissioned research.

PRINTING United Alliance members get unlimited access to the resulting reports that reflect the scope of the printing industry.

Visit: https://www.printing.org/library/business-excellence/economics-forecasting/industry-reports

If you have any questions, please contact researchteam@printing.org.