Key Facts Print

Market volume (worldwide)
in billion USD

> 900*

2020

824

2015

+ 2 %

CAGR

Key Facts Print Packaging

Market development (worldwide**)
Market volume in billion USD, average annual growth rate (CAGR)

<table>
<thead>
<tr>
<th>Year</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>231</td>
</tr>
<tr>
<td>2016</td>
<td>244</td>
</tr>
<tr>
<td>2020</td>
<td>286*</td>
</tr>
</tbody>
</table>

+ 5,2 %*

CAGR 2016-2020

Growth engine
Consumption growth through relatively high wages (in comparison to the other ASEAN members) → buying power increases young, growing population retransfer of Filipinos living overseas.

Market Insight
About 44.5% of the population is less than 20 years old, ensuring a continued supply of new consumers and boosting demand for more innovative products and packaging.

Trends in Print Packaging
Industry-specific and external trends

- Technical innovations
- Environmental awareness and sustainability
- Cost reduction by regionalism
- Demand for smaller batch sizes
- Product differentiation

Macroeconomic and demographic trends

- Economic growth
- Urbanization
- Emerging middle class
- Global trade flows
- Exchange rate development

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*Values are based on estimates and forecast.
** Values are based on a study of the EIU, in which 26 countries are taken into account; share of global GDP/world population: 80%/70%.

Sources: gtai, UN DESA (Population Division), IMF, PEW, United Nations Demographic Yearbook, Philippine Statistic Authority, World Bank, The Economist Intelligence Unit, Smithers Pira, our calculations.

Markets for digital and analog printing
While the markets for digital and analog printing in several countries are declining, other countries can be identified as growth regions:

- Latin America
- Africa
- Middle East
- Eastern Europe
- Western Europe
- North America
- Asia
- Australia

Digital printing
Share in market volume

- 15% 2015
- 16% 2017
- 18%* 2020
Key Facts Population

- **Population Structure 2018**
  - 0-14 years: 33% (15-24 years: 19%, 25-54 years: 37%, > 65 years: 5%, 55-64 years: 6%)

- **Average Age 2015**: 24

- **Level of Education**: 97%
  - Literacy rate (2015) 15+ years

- **University Graduates (2017)**: 645,973

- **GDP per capita**: 2017 & 2018, in USD
  - 2017: 314 billion USD, +6.7%
  - 2018: 332 billion USD, +6.5%
  - 2019: 354 billion USD, +6.6%
  - Forecast 2022: 7.0%

- **Income Distribution**
  - Shared of global GDP 2017, sale-adjusted: 1.0%
  - Estimated GDP growth p.a. 2020: 5.9%

- **Private Consumption**
  - Per capita figures; in USD
  - 2016: 2,190, 2020: 2,880*

- **Middle Class**
  - Forecast 2025: The Philippines are among the upper-middle-income countries.

- **Households**
  - 2000: 14.9%, 2015: 21.3%
  - Household size
    - 2000: 24.2%, 2015: Ø 4
  - 2015: 46.3%, 2030: 51%*

- **Urbanization**
  - 2015: 46.3%, 2030: 51%*

- **Currency**: Philippine Peso
- **Language**: Filipino (Tagalog) and English

*Values are based on estimates and forecasts.
Sources: gtai, UN DESA (Population Division), IMF, PEW, United Nations Demographic Yearbook, Philippine Statistic Authority, World Bank, The Economist Intelligence Unit, Smithers Pira, eigene Berechnungen.

**Economic Growth**
- GDP in billion USD, real growth rate
  - 2017: 314, +6.7%
  - 2018: 332, +6.5%*
  - 2019: 354, +6.6%*
  - Forecast 2022: 7.0%

**Philippines**
- Manila
- GDP in billion USD, real growth rate
  - 2017: 314, +6.7%
  - 2018: 332, +6.5%*
  - 2019: 354, +6.6%*
  - Forecast 2022: 7.0%

**Inflation**
- in (2018)
- as compared to previous year
- 4.9%

**GDP per capita**
- 2017 & 2018, in USD
  - 2017: 2,989, +110
  - 2018: 3,099

**Share of global GDP**
- 2017, sale-adjusted: 1.0%