



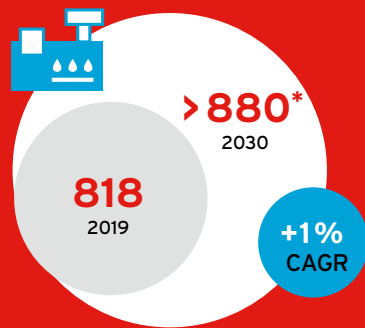
**International Packaging and Printing Exhibition for Asia**

**October 19-22, 2022**  
 Bangkok, Thailand  
 BITEC  
 www.pack-print.de



## Key Facts Print

**Market volume (worldwide)**  
 in billion USD



### Market Insight Thailand

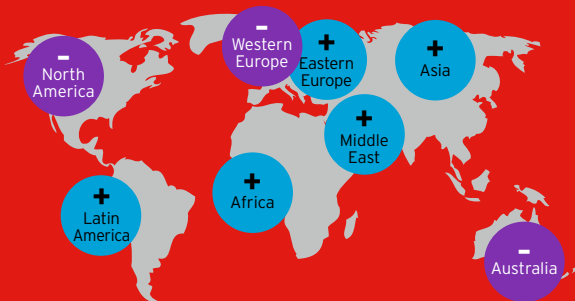
**11.7 Billion** Printing market is expected to grow to USD 11.7 billion in 2022

#### Growth drivers

1. Growth in package printing
2. Growth in emerging markets
3. Added value in the digital printing sector

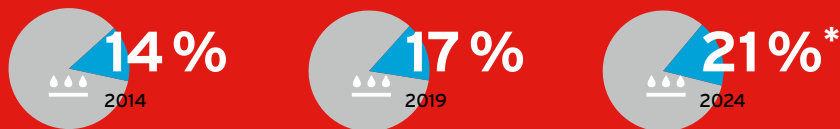
### Markets for digital and analog printing

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



### Digital printing

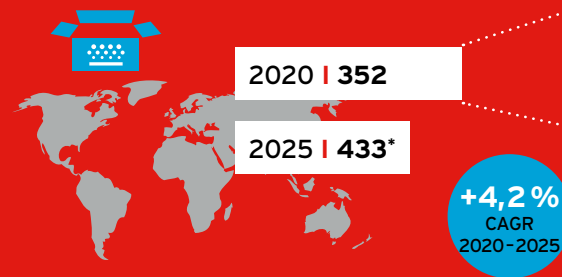
Share in market volume



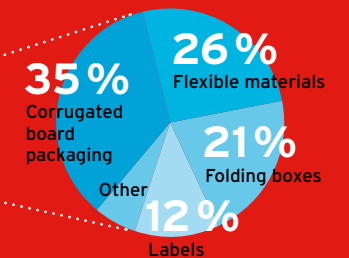
## Key Facts Print Packaging

### Market development (worldwide\*\*)

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



Shares as a % 2020

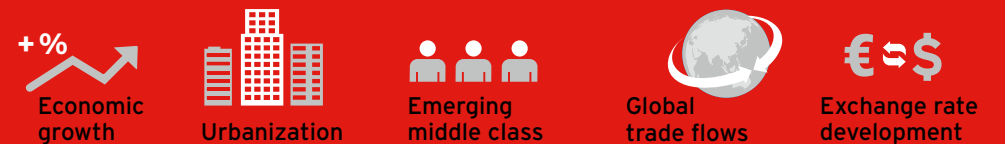


### Trends Print Packaging

#### Industry-specific and external trends



#### Macroeconomic and demographic trends



### Packaging

47% market share of the global print market 2019



\*Values are based on estimates and forecast.  
 \*\*Values are based on a study of the EU, in which 26 countries are taken into account; share of global GDP/world population: 80%/70%.  
 Sources: gtaI, UN DESA (Population Division), IMF, United Nations Statistical Division, Weltbank, United Nations Demographic Yearbook, The Economist Intelligence Unit, Smithers Pira, ASEAN, our calculations.



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## Key Facts Economy

### Thailand



**70 M**  
 Inhabitants  
 (2020)



Currency  
 Baht



Language  
 Thai, English

Inflation  
 (in 2021)

**1.3 %\***  
 (as compared to  
 previous year)

### Economic growth

GDP in billion USD, real growth rate

2020 | **502**

-6.1%

2021 | **539\***

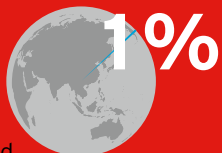
+2.6 %\*

2022 | **578\***

+5.6 %\*

Share of  
 global GDP

2020, sale-adjusted



### GDP per capita

2020 & 2021, in USD



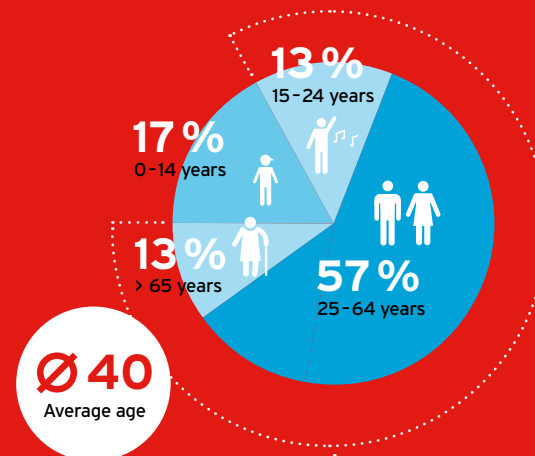
**7,190**  
 2020

**7,702\***  
 2021

**+512\***

## Key Facts Population

### Population structure



### Level of education

**94 %**

Literacy rate  
 (2019)  
 15+ years



**455,146**

University graduates (2016)

### Private consumption

Per capita figures



### ASEAN Economic Community (AEC)

Thailand is one of 10 members of the AEC.  
 A market with:

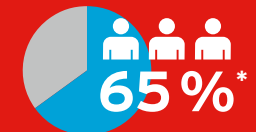
**649 M**  
 Consumers



**BIP 3,100**  
 Billion USD

### Middle class

Share of total population



### Households

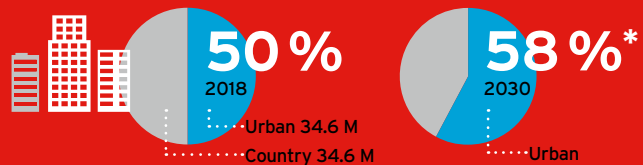
Forecast of AEC  
 development by 2030:



**163 M\***

### Urbanization

Share of total population



\*Values are based on estimates and forecast.  
 Sources: gta.i, IMF, Weltbank, UN DESA (Population Division), United Nations Demographic Yearbook, United Nations Statistics Division, ASEAN, The Economist Intelligence Unit, Smithers Pira, MarketsandMarkets, our calculations.