

# we create the future

May 28 - June 7, 2024

Düsseldorf/Germany  
www.drupa.com



## drupa

no. 1 for printing  
technologies

### drupa 2024 – Press Release No. 14 / August 2022

## 8th drupa Global Trends Report: Global print industry shows post Covid recovery and resilience in face of fresh challenges

*The 8th drupa Global Trends Report will be published in September 2022. The first results from a survey conducted this spring are now available. One important conclusion: overall, confidence is on the rise and all regions and markets forecast higher investment in 2023.*

The results from the survey show an industry that is on average across the globe a little more confident for the future than when last surveyed in 2019, before the pandemic. The Packaging market is strongest, but Commercial, Publishing and Functional markets all show signs of recovery in 2023. Regionally, confidence levels vary e.g. Asia and South America expect better trading in 2023 while Europe is downbeat given the Russia/Ukraine war and its consequences.

Investment fell inevitably during the last two years, but printers and suppliers both reported strong plans for capital expenditure. Sabine Geldermann, Director Print Technologies at Messe Düsseldorf, commented: "Printers and Suppliers know they must innovate to succeed in the longer term. The shocks of the last two years pegged back investment, but the survey indicates that the industry expects recovery to start in 2023. All regions and markets forecast higher investment in the coming year."

The findings come from the 8<sup>th</sup> Global Trends online survey, when over 500 senior decision makers on the part of print service providers and machine manufacturers/suppliers worldwide completed an extended survey in spring 2022. The survey was conducted by the commissioned partners Printfuture (UK) and Wissler & Partner (Switzerland) on behalf of drupa.

### Confidence depends on market and region

Globally 18% more printers described their company's economic condition as 'good' compared with those that reported it as 'poor'. For suppliers the net positive balance

**M**  
Messe  
Düsseldorf

Messe Düsseldorf GmbH  
P.O. Box 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Phone +49 211 4560 01  
Fax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)


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was even stronger at 32%. As always, confidence varies between regions and markets. The Packaging market is thriving with Publishing and Commercial facing structural changes from digitisation but with signs of confidence returning. Regionally the picture is mixed with Europe clearly concerned about the consequences of the Russia/Ukraine war but others e.g., Asia and South/Central America, expect trade to pick up further in 2023 as economic momentum builds post pandemic.

### **Print volume and investment plans**

Analysis of print volume in 2022 by press type, shows continuing decline in Sheetfed offset among Commercial printers matched by increases among Packaging printers. Flexo volumes continue to accelerate for Packaging printers, while all markets reported increased volumes using Digital toner cutsheet colour and all but Publishing with Digital inkjet rollfed colour.

Despite the active decline in the volume of Sheetfed offset in Commercial markets, this was the most popular press type for investment in 2023 across all markets except Packaging, where Flexo led, followed by Sheetfed offset. Digital toner cutsheet colour was the second most popular target for all other markets. Finishing equipment is the second most popular target for investment after new presses.

### **Web-to-Print**

While there was virtually no increase in the proportion of turnover won by Web-to-Print installations between 2014 and 2019, over the last two years the proportion won by that means has shot up for those with such installations. Globally, since 2019 there has been an increase from 17% of turnover to 26% and this major increase is reflected to varying degrees across all markets.

### **Socio-economic pressures and the global economic market**

Socio-economic pressures are having a major impact across the globe, although they vary in influence between regions. For example, 62% of printers in Asia chose Pandemics as the biggest threat, while in Europe this was chosen by 51%. And while 32% of European printers chose Physical wars, this was chosen by only 6% of those in South/Central America. Instead, 58% of them chose the threat of economic recession. Richard Gray, Operations Director at Printfuture, stated: "Socio-economic

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pressures are increasingly important to printers and suppliers alike, so much so that 59% thought these were now either as important or more important than print market pressures.”

The global economic market has experienced more shocks in the last two years than at any time since the Second World War. Yet this survey shows that print is still a central means of communication in all markets and regions and that while there are challenging times ahead, the industry has both the confidence and the determination to succeed. Wise strategic investment will ensure that printers and their suppliers will thrive.

### **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 the end of September and available for sale from [www.drupa.com](http://www.drupa.com). The executive summary will be available for free in German, English, French, Portuguese, Spanish, Russian and Chinese.

drupa has been surveying international print service providers and suppliers since 2013 in order to shed light on industry and global megatrends, market potential and innovations in all key areas of the print industry. For further information on the drupa Global Trends Report and previously published editions (Executive Summaries), please click here: [www.drupa.com/en/Press/Global Trends Reports](http://www.drupa.com/en/Press/Global_Trends_Reports)

### **You are not yet registered as an exhibitor?**

The official registration deadline for drupa 2024 is 31 October 2022. Interested companies can register via [https://www.drupa.com/en/Exhibitor/Become an exhibitor/Online Registration](https://www.drupa.com/en/Exhibitor/Become_an_exhibitor/Online_Registration).

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### Your contact

#### **Press department for drupa 2024**

Anne Schröer, Manager Marcom (Press & PR)

Maria-Sophie Schulte, Junior Manager MarCom (Support)

Tel: +49 (0)211-4560 465 /-589

[SchroeerA@messe-duesseldorf.de](mailto:SchroeerA@messe-duesseldorf.de) ;

[SchulteM@messe-duesseldorf.de](mailto:SchulteM@messe-duesseldorf.de)

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