World-wide Market for Print: Identifying Global Opportunities for the Print Industry - Complete Set of 51 Country Profiles

Description: These country profiles provide macroeconomic and business environment insights, along with a full summary of the print market in that country.

Each 13-page profile includes revenue data as well as trends and forecasts to 2017 for print products, equipment, inks, consumables, and substrates.

According to the study World-wide Market for Print: Identifying Global Opportunities for the Print Industry, the total world print revenue is projected to grow 8%, up from $584 in 2011, to $668 (U.S. $billion) in 2017, with the global economic recovery fueling consumption, to varying degrees, across all print categories and regions.

The U.S. accounted for more than $132 billion of the 2011 market, followed by China, and Japan which came in at a distant third in print market revenue size. However, by 2017 at $154 billion, China is projected to be the largest print market compared to the U.S. at $141.8 billion.

These country profiles can be purchased as a complete set or on an individual basis by contacting our customer service team.

Contents:

I. Macroeconomic Environment
- Economic Growth Forecast
- Business Environment
- Taxation
- Foreign Trade and Exchange Controls

II. Print Market Summary
- Top Line Print Market Data
- Print Product Revenues
- Equipment Sales

III. Data Tables
- Print product Revenues (6 categories, 17 applications)
- Equipment Sales (by type)
- Consumables Sales (film & plates)
- Ink Sales (by type)
- Substrate Sales

IV. Definitions of Print Market Terms

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