The European Printing Industry and the Impact of China on the World Report

Description: Methodology

The report is based on a combination of primary and secondary research. Original Cavendish data has been incorporated with information from trade sources, printing federations and EU Statistics.

Now and the Potential Future

This report analyses the prevailing economic environment, the current state of the printing industry and details the major forces the industry will have to contend with in the future. The report also takes a close-up look at the industry results on such hot industry topics as workflow automation, digital and variable-data printing, wide-format printing and more. Plus, the countries statistics that impact the printing industry.

Business conditions for the printing industry have not stabilised in the past year and, have—dare we say it—deteriorated rapidly in some of the developed countries worldwide. But does more turmoil lie ahead? What trends are driving current business conditions? How will these trends play out in the next year and ten years time? What can—and what should—companies in the industry do to better cope, succeed, and thrive? This report is in the unique position of being able to draw not only on data on the markets that produce print, but also data on the markets that buy print. It's this '360-degree' view of the entire market for print media that gives its open picture.

Today, it is vital that all senior management builds and delivers superior long-term value to meet and exceed the expectations of all its organisations' shareholders.

Discover how this report will enable your organisation to deliver superior long-term value to its shareholders and encompass the retention of its employees and customers.

This report provides an overview of the printing industry in Europe and the Impact of China on the World.

The narrative and analysis covers trends in the printing industry and provides forecasts in these countries that impact the future. We also review some of the key issues facing the industry today which influence the future performance of companies within the industry.

The industry has changed rapidly over the last decade. This has been a response to new technologies, competition on a global scale, which has led to other media and demands from customers for lower costs, higher quality and more swift response. A key technical transition has been from analogue data processes towards ‘digital workflows’ in which content is received and processed in electronic form. The result from this action is extensive investment in information technology hardware and software and a growing need for people with IT skills within the industry.

The future is about technical and other changes that impact the industry, which needs transfer from craft skills to IT skilled personnel. This means the changing balance between physical craft skills into computer-based process control and graphic skills are the future needs to challenge the global competition.

Open your mind to the ‘Challenges’ we face in a global trading environment to be successful.

Incorporated in the Report

Over 115 pages of market data covering the following areas;

- All EU countries and comprehensive details on the five major printing countries in Europe
- Potential market size to 2010 worldwide
- EU Statistics and Cavendish views on the potential market
- A practical report using knowledge of the industry
- Key findings that will influence your decisions on future investments
- Introduction to the future success for your company
- Executive Summary
This report is the result of a fresh in-depth analysis and evaluation of the state of the printing industry in Europe and the impact of China on the world and reveals how the landscape of this sector has been evolving dramatically over the last few years.

Printing continues to grow significantly year on year, fuelled primarily with China and the other Asia countries, enabled increasingly by the internet as well as a variety of other driving forces.

The report is very comprehensive with 115 pages, yet easy to navigate as carefully structured with detailed Table of Contents.

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