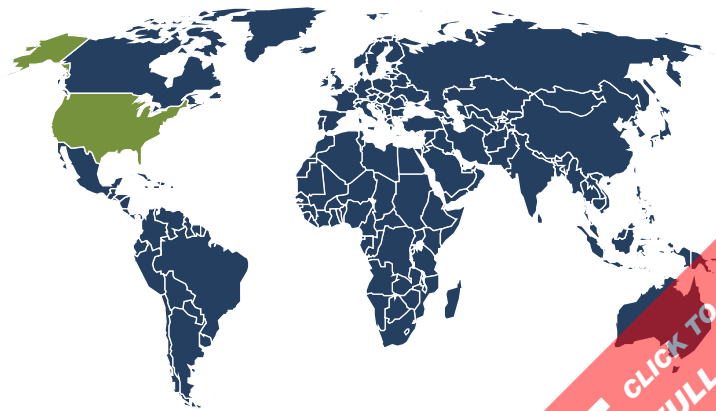




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# Commercial Printing: United States

May 2017



## Highlights

### Market Environment

Historical Trends | Key Economic Indicators | Environmental and Regulatory Factors

### Segmentation and Forecasts

Processes | Applications

### Industry Structure

Industry Characteristics | Market Share

### Resources

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# About This Report

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## Scope & Method

This report forecasts US commercial printing revenues in US dollars to 2021. Total revenues are segmented by printing process in terms of:

- lithographic
- digital
- flexographic
- screen
- other processes such as engraving, gravure, and letterpress.

Publishers and content owners that print their own material in-house are excluded from this report. 3D printing and the value of ancillary non-printing services offered by commercial printers are also excluded.

Total revenues are also segmented by application as follows:

- labels and wrappers
- advertising
- periodicals
- other applications such as books, financial and legal forms, and office products.

To illustrate historical trends, total revenues and the various segments are provided in annual series from 2006 to 2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Commercial Printing: United States* (FF25012) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

**Table 5 | Industry Codes Related to Commercial Printing**

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
323110	Commercial Lithographic Printing	2732	Book Printing
323111	Commercial Gravure Printing	2752	Commercial Printing, Lithographic
323112	Commercial Flexographic Printing	2754	Commercial Printing, Gravure
323113	Commercial Screen Printing	2759	Commercial Printing, NEC
323114	Quick Printing	2761	Manifold Business Forms
323115	Digital Printing	2782	Blankbooks, Looseleaf Binders, and Devices
323116	Manifold Business Form Printing		
323117	Book Printing		
323118	Blankbook, Loose-leaf Binder, and Device		
323119	Other Commercial Printing		

Source: US Census Bureau

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Global Labels Market*, January 2017

*Solvents*, July 2016

*World Dyes & Organic Pigments*, April 2015

#### Freedonia Focus Reports

*Advertising Services: United States*

*Books: United States*

*Dyes & Organic Pigments: United States*

*Labels: United States*

*Newspaper Publishing: United States*

*Paper & Paperboard: United States*

*Printing Machinery & Equipment: United States*

*Solvents: United States*

#### Freedonia Custom Research

### Trade Publications

*American Printer*

*Digital Publishing Solutions*

*Ink World*

*Package Printing*

*Printing Impressions*

*Printing News*

### Agencies & Associations

Flexographic Technical Association

Forest Stewardship Council

Gravure Association of the Americas

Idealliance

MPA – The Association of Magazine Media

Printing Industries of America

United States Census Bureau