POD & CDLP China 2018

調査概要

Keypoint Intelligence

Objectives, Research Methodology, Deliverables, Table of Contents for main report

Objectives

- ◆ **To estimate and forecast for the years 2017-2022 the Digital Production Printing market in China and also the Color Digital Label and Packaging market**

- ◆ **To identify and explain market trends in China for production level digital technology for commercial printing, and in particular for packaging and label converting**

- ◆ **To advise clients about key production digital printing markets in China and give insights to help clients compete effectively there**

Research Methodology
In-depth Interviews

- **20 Print Service Providers, Label and Packaging Converters**
  - › 5 commercial printers, 5 quick printers, 5 label converters, and 5 folding carton converters
  - › The purpose of this survey is to obtain insights about:
    - – Location, # of employees, revenue, equipment owned, business type of customers, and requirements from customers
    - – Automation needs for analog and digital printing workflow
    - – Investment will and priority
    - – Print enhancement
      - • Methodology (in-line/off-line, analog/digital, and finishing)
      - • Type of print enhancement equipment owned (or outsource)
      - • Application and value of digital print enhancement
      - • Investments for digital print enhancement equipment

Type of Print Enhancement
-Spot colors such as custom mixed or Pantone colors
-Gamut expansion such as light cyan/magenta/grey, hexachrome
-Specialty colors such as white, metallic, or fluorescent
-Foils
-Spot or flood coating
-Textured for a tactile, embossed, or debossed effect
-Security such as ink or toner that is detectable under UV or infrared light

Research Methodology (2)

- **In-depth Interviews**
  - › Printer Vendors/Distributors
    - – Placement by segments, installed bases, and average hardware prices
    - – Average monthly print volumes (AMPV), run length, and applications
    - – Sales channel
    - – Industry trends
- **Desk Research**
  - › Relevant research reports and forecasts from InfoTrends
  - › Existing market information, including government and industry association data as well as published reports

Deliverables

- **China POD & CDLP market report (PowerPoint file)**
  - › Introduction
  - › The Chinese Printing Industry Trends
  - › China CDLP Market Size and Forecast: 2017 placement and 2018-2022 forecast
  - › Interview Results Analysis: Key findings and recommendation by PSP/Converter type
  - › CDLP Vendor Trends in China: General information, Office locations, Sales channel, Products by vendor
  - › China POD Market Trends: 2014-2017 placement and 2018-2022 forecast
- **China POD Placements 2014-2017 (Excel Pivot file, PowerPoint file)**
  - › Excel pivot: 2014-2017 Placement by segment by vendor
  - › PPT: Charts and tables for 2014-2017 Placement by segment (Color/B&W, MFP/SFP, Speed range, Cut-sheet/Roll-fed, vendor share
- **China POD Forecast 2017-2022 (Excel Pivot file , PowerPoint file)**
  - › Excel pivot: 2017 actual and 2018-2022 Forecast by segment
    - › Includes placement, installed base, average monthly print volume, annual impression, equipment revenue, service revenue, supply revenue, retail value of print
  - › PPT: Charts and tables for 2017 actual and 2018-2022 Forecast by segment (Color/B&W, MFP/SFP, Speed range, Cut-sheet/Roll-fed, Technology)

Deliverables (2)

◆ **China CDLP Forecast 2017-2022 (Excel Pivot file)**

  › Excel pivot: 2017 Placement and 2018-2022 Forecast by segment

    › Includes placement, installed base, print volume by application, equipment revenue, service revenue, supply revenue, substrate revenue, print value

◆ **China POD & CDLP Interview Record (Excel file)**

  › Excel: Interview record for 20 Print Service Providers, Label and Packaging Converters

    › 5 commercial printers, 5 quick printers, 5 label converters, and 5 folding carton converters

Table of Contents: China POD & CDLP market report

Table of Contents (2): China POD & CDLP market report