

POD & CDLP China 2018

調查概要

Keypoint Intelligence



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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
- Foins
- 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

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