

POD & CDLP China 2019

*Digital Production Printing, Print On Demand, and
Color Digital Label & Packaging Printing Market Opportunities in China*

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1. Introduction

Research Objectives

- ◆ **To estimate and forecast the digital production printing as well as the color digital label and packaging markets in China for the years between 2018-2023**
- ◆ **To identify and explain market trends in China for production level digital technology for commercial printing, packaging, and label converting**
- ◆ **To advise clients about key production digital printing markets in China and give insight to help clients compete effectively**

Research Methodology

In-depth Interviews

◆ 33 Print Service Providers

- › 18 commercial printers and 15 quick printers
- › The purpose of this interview is to obtain insights about:
 - Location, # of employees, revenue, equipment owned, customer business types, and requirements from customers
 - Current state of providing finisher enhancements
 - % of PSPs providing finisher enhancements
 - Application of enhancements using finishers
 - % of print jobs with finisher enhancements in total print jobs
 - Run-length of print jobs with finisher enhancements
 - Challenge(s) of enhancements using finishers: Productivity, quality, turnaround time, cost, selling price, etc.
 - Willingness to invest in mid-range digital enhancement devices (varnish/emboss/foil)
 - "Mid-range digital enhancement device" means digital UV finishing device cheaper (same price range with MID class color digital printer) than SCODIX/MGI products

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

Hardware Segments for CDLP forecast

Technology	Segment	Printers	Note
EP	All EP webs	HP Indigo, Konica Minolta, Xeikon	HP Indigo & Xeikon are biggest suppliers; Konica a recent one
Inkjet	Low-volume	Epson 5 mpm models, Trojan 2, New Solution NS Pro	All these standalone printers happen to use aqueous inks
Inkjet	Mid-volume	All standalone inkjet systems not cited as low or high volume	At least 15 vendors have printers in this inkjet category
Inkjet	High-volume	Domino, Durst, Screen, standalone FFEI Graphium	Rare placements of FFEI are standalone units
Inkjet	All hybrid	Colordyne, FFEI, Gallus, IPT, Mark Andy, several others	CMYK inkjet + flexo; includes some retrofit modules

Thank You

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