

# BPIF

EST. 1901

# UK PRINTING FACTS & FIGURES

BRITISHPRINT.COM



Note: All data is for 2020 - amidst severe Covid-19 disruption; turnover is forecast to recover to £12.8 billion in 2021.

# WHAT IS PRINTING?

**IT'S ALMOST IMPOSSIBLE TO IMAGINE A WORLD WITHOUT PRINT. IT'S ALL AROUND US AND PLAYS A VITAL ROLE IN OUR DAILY LIVES.**

**Print is largely produced using sustainable materials.**

It is predominantly paper-based, 90% of this paper is sourced from European forests - which are growing by over 1,500 football pitches every day! Printing companies are at the forefront of improvements in environmental performance in manufacturing, with high levels of take-up for both the ISO 14001 environmental management standard and for FSC and PEFC chain of custody accreditations.

**Print is highly effective.**

It provides the means to communicate 'messages' easily, quickly and at a low cost.

**Print has impact.**

It is creative, it engages, it is versatile and it is persuasive.

**Print has longevity and authority.**

It is tactile and offers a 'real world' experience. It has a unique ability to grab and hold people's attention. In fact no other media channel can offer this combination of qualities.

**Print is an important vehicle for advertising, education, entertainment and information.**

It serves all parts of the UK economy - including central and local government, financial services, retailing, distribution, travel and tourism and manufacturing industries.

**Print is an advanced manufacturing sector.**

It utilises cutting-edge information and production technologies.

**Print can be interactive and integrated.**

The use of Augmented Reality and Near-Field Communications offers the opportunity to increase the engagement between consumers and brands and enhance the effectiveness of marketing campaigns.

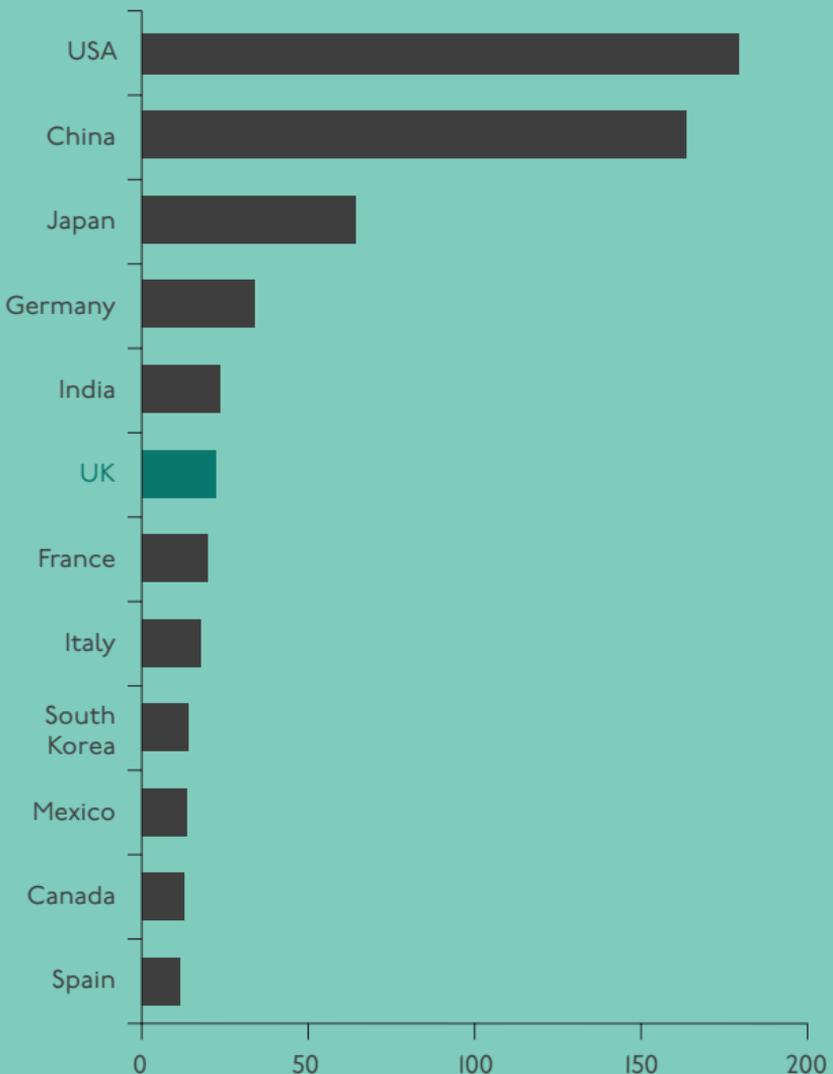
# ECONOMIC IMPORTANCE

WITH A TURNOVER OF £11.6 BILLION, GROSS VALUE ADDED OF £4.8 BILLION AND EMPLOYING AROUND 105,000 PEOPLE IN 7,400 COMPANIES, THE UK PRINTING SECTOR REMAINS AN IMPORTANT ECONOMIC CONTRIBUTOR AND EMPLOYER IN ALL UK REGIONS.

The UK is the sixth largest producer of printed products in the world; printed matter contributed £580 million to the UK's balance of trade in 2020.

There are more printing companies in the UK than there are McDonalds in Western Europe.\*

## LARGEST NATIONAL PRINT MARKETS 2020 VALUE \$ BILLION



Source: Smithers - data for 2020, [www.smithers.com](http://www.smithers.com)

\*Number of McDonalds sourced from [www.statista.com](http://www.statista.com)

# REGIONAL UK PRINTING

UK PRINTING - 2020  
COMPANIES, EMPLOYMENT, TURNOVER.

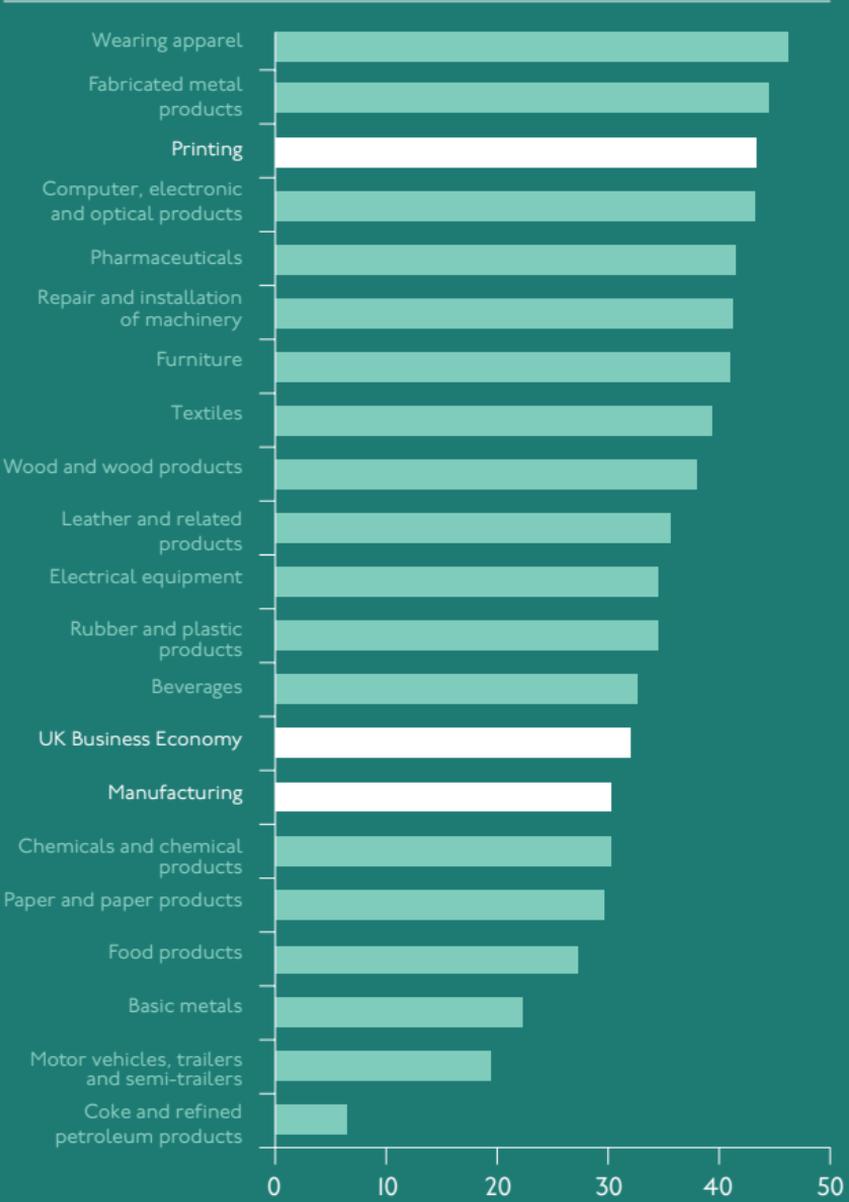
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|---|---|--|
| ◆ <b>NORTH EAST</b><br>Companies 217<br>Employment 4,747<br>Turnover £840m                      | ◆ <b>EAST</b><br>Companies 855<br>Employment 11,644<br>Turnover £1,145m         | ◆ <b>ENGLAND</b><br>Companies 6,597<br>Employment 93,379<br>Turnover £10,373m    |
| ◆ <b>NORTH WEST</b><br>Companies 776<br>Employment 11,200<br>Turnover £1,213m                   | ◆ <b>LONDON</b><br>Companies 1,003<br>Employment 10,508<br>Turnover £1,273m     | ◆ <b>WALES</b><br>Companies 266<br>Employment 4,367<br>Turnover £529m            |
| ◆ <b>YORKSHIRE<br/>AND THE HUMBER</b><br>Companies 632<br>Employment 14,372<br>Turnover £1,442m | ◆ <b>SOUTH EAST</b><br>Companies 1,133<br>Employment 13,041<br>Turnover £1,550m | ◆ <b>SCOTLAND</b><br>Companies 380<br>Employment 5,043<br>Turnover £476m         |
| ◆ <b>EAST MIDLANDS</b><br>Companies 686<br>Employment 11,818<br>Turnover £1,312m                | ◆ <b>SOUTH WEST</b><br>Companies 690<br>Employment 8,876<br>Turnover £939m      | ◆ <b>NORTHERN IRELAND</b><br>Companies 154<br>Employment 2,234<br>Turnover £221m |
| ◆ <b>WEST MIDLANDS</b><br>Companies 605<br>Employment 7,173<br>Turnover £659m                   |   | ◆ <b>UK</b><br>Companies 7,397<br>Employment 105,023<br>Turnover £11,599m        |

# VALUE ADDED IN PRINT

PRINTING ADDS RELATIVELY MORE VALUE THAN MOST OTHER MANUFACTURING INDUSTRIES.  
GVA (GROSS VALUE ADDED) AS A % OF TURNOVER



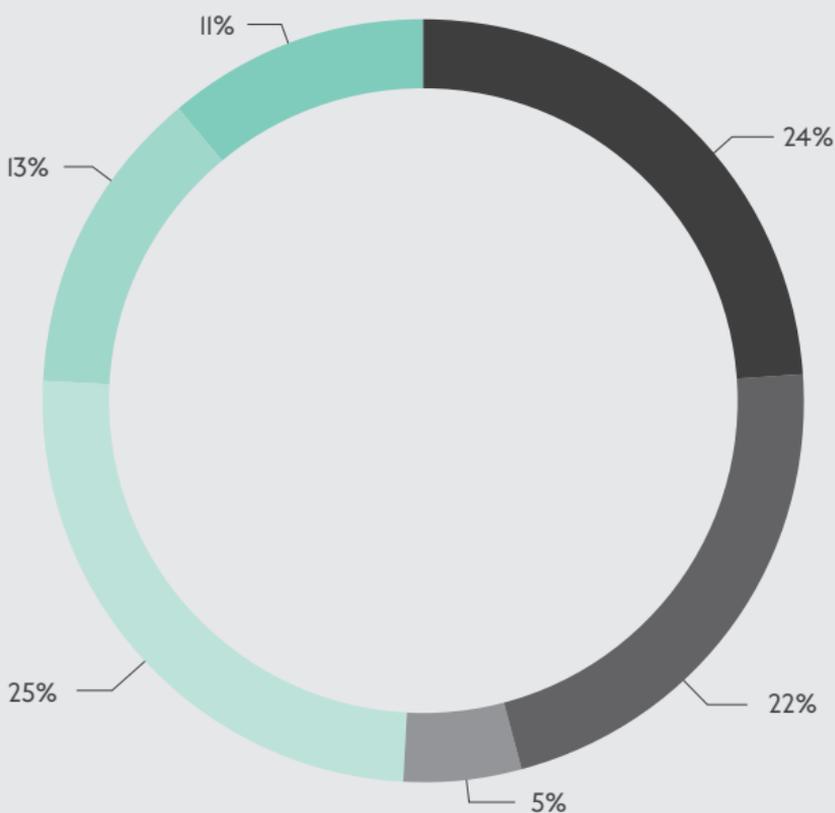
**Gross Value Added (GVA)** represents the amount that individual businesses, industries or sectors contribute to the economy. It is the difference between the value of goods and services produced by businesses (output) and the cost of raw materials and other inputs which are used up in production of those goods and services (intermediate consumption). Here, **GVA** is what the industry adds in value by its activities - essentially its direct contribution to the UK economy. **GVA as a % of turnover** is calculated to show the performance of each sector, relative to its size.

# PRODUCTS BY SECTOR

PRINT CAN TAKE MANY FORMS AND HAVE MANY USES.

As a visual media in its own right, a carrier and display of information, advertising, entertaining and educating. Look around and you'll see many examples of print right in front of you. Print is not only books, newspapers, magazines and advertising - it is packaging, fashion, art, signage, creativity, security and information.

**TURNOVER SHARE BY PRODUCT SECTOR**  
MARKETING REMAINS IMPORTANT WITH A SIGNIFICANT DIRECT AND INDIRECT IMPACT



- ◆ Advertising literature and business stationery
- ◆ Books, magazines and newspapers
- ◆ Security printing
- ◆ Printed packaging (cartons, labels, sacks and bags)
- ◆ Printing onto textiles, plastic, glass, metal, wood & ceramics
- ◆ Other printing

# THE POWER OF PRINT MEDIA

ACCORDING TO THE EVIDENCE - AND THE EXPERTS - PRINT ADVERTISING IS AN ENGAGING AND EFFECTIVE PART OF THE CAMPAIGN MIX. THE QUESTION FOR MARKETERS ISN'T PRINT VS DIGITAL, BUT WHAT EACH MEDIUM BRINGS TO THE OVERALL EFFECTIVENESS OF A CAMPAIGN.

## Print is engaging

- ◆ For 60% and 58% of the time we spend reading newspapers and magazines respectively, our focus is spent solely on that medium.
- ◆ Newspaper ads are viewed 2.5 times longer than the average digital ad.
- ◆ The long-term memory encoding of mail is 49% stronger than email, and 35% stronger than social media advertising, making it more likely to impact future behaviour.

## Print is effective

- ◆ 21% of all addressed mail and door drop items go on to create a commercial action.
- ◆ Campaigns including print are 67% more effective at delivering new customers.
- ◆ 81% of people have bought an item or visited a place after reading about it in a magazine.
- ◆ Multi-platform newsbrands boost the business effectiveness of other media.

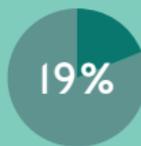
Newsbrands make:



Online video  
73% more  
effective



Social media  
almost two  
times more  
effective



Online display  
19% more  
effective



TV 61% more  
effective

## Print boosts campaign ROI

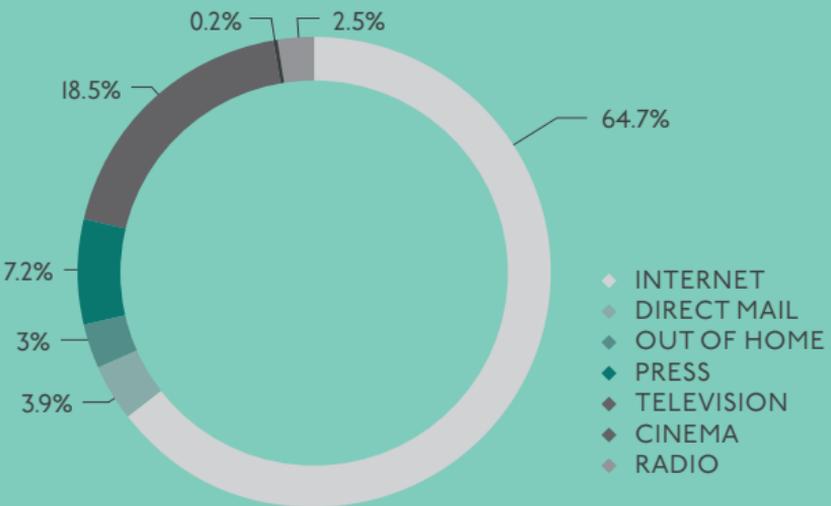
- ◆ Newspapers can increase campaign ROI by 280% for retail, 70% for the automotive sector and 570% for finance.
- ◆ Advertising in newspapers and magazines generates £2.43 for every £1 invested over three years.
- ◆ 90% of campaigns that included door drops reported a rise in acquisition compared to 59% for those without.

# ADVERTISING IN PRINT

THE INTERNET HAS SIGNIFICANTLY GROWN ITS SHARE OF MEDIA ADVERTISING EXPENDITURE (64.7%), THIS GROWTH HAS BEEN ACCELERATED BY THE PANDEMIC AND HAS COME AT THE EXPENSE OF ALL OTHER MEDIA.

The latest Advertising Association / Warc Expenditure Report reveals that advertising expenditure declined by 7.1% in 2020, but is forecast to have a strong recovery of 18.2% in 2021 and 7.7% in 2022.

## UK ADVERTISING EXPENDITURE 2020 % SHARE OF £23.5 BILLION



### Media Channels and Misconception

Whilst the print component of advertising media expenditure has shrunk, print remains an important channel for a significant amount of advertising. And perhaps one that is more effective than marketers believe.

Print's effectiveness was powerfully proven in Ebiquity's 2020 Re-evaluating media for recovery report. It looked at how brands could grow during these challenging times and found that brand salience is now number one out of the 10 most valued attributes in an ad campaign. Yet even though evidence shows newspapers and magazines ranked third and fourth in the list of media that increase brand salience - marketers perceive them as being at numbers seven and eight.

# THE FUTURE FOR PRINT IN A POST-COVID WORLD

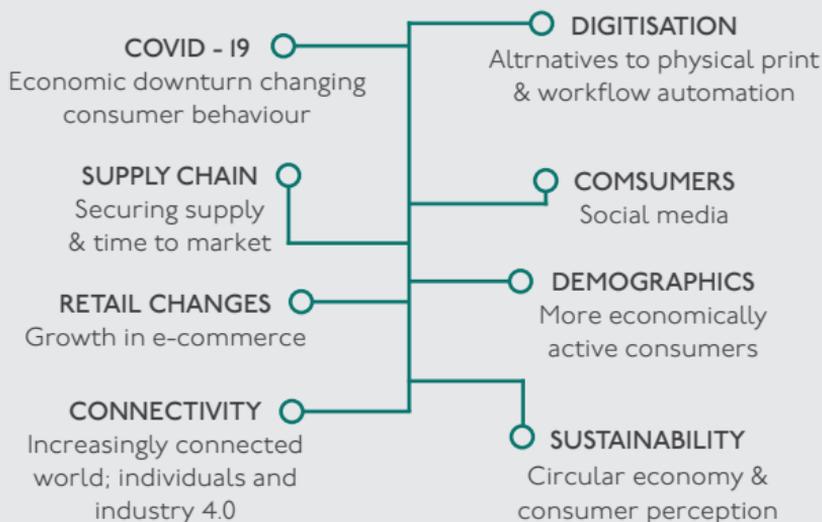
BY 2030, THE PRINT LANDSCAPE WILL BE VERY DIFFERENT TO THE PRE-COVID WORLD. FROM 2015-2030, THE VOLUME OF THE GLOBAL PRINT AND PRINTED PACKAGING MARKET IS EXPECTED TO FALL BY JUST OVER 15%. HOWEVER, THE VALUE OF THE MARKET WILL GROW BY NEARLY 6.8%, LARGELY DUE TO CHANGES IN THE PRODUCT MIX.

Covid is having a significant impact on print outputs across the world, with falls in print demand and changes in consumer behaviour seen. The economic impact is expected to create permanent changes in print demand, and will accelerate some of the long-term trends impacting the print industry. Some print companies and suppliers will fail; however, others will thrive - with a focus on automation, efficiency and service; or perhaps through innovation and diversification to widen the range of products and services they offer.

## Mega Trends Impacting Print Demand

- ◆ Demographics
- ◆ Retail Changes
- ◆ Sustainability
- ◆ Brand changes
- ◆ Consumer preferences
- ◆ Increasingly connected world
- ◆ Advertising changes

## Drivers and Trends Shaping Print in 2030



# PRINT IS SUSTAINABLE

## PRINT AND PAPER'S PLACE IN A POST-PANDEMIC WORLD.

The print and paper industry is surrounded by myths, many of which are rooted in historical misconceptions about paper's impact on forests. For many years, service providers have reinforced these environmental myths in their efforts to move consumers to digital communications. The need to bust these myths and raise awareness of paper's sustainability is now more important than ever.



**FACT:** Between 2005 and 2020, European forests grew by 58,390km<sup>2</sup> - that's an area larger than Switzerland and equivalent to 1,500 football pitches of forest growth every day. These forests supply over 90% of the wood used by the European paper industry.



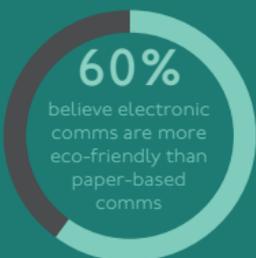
**FACT:** Because fibre degrades after time, virgin fibre is essential to European paper production. 56% of the fibre used by the European paper industry comes from paper for recycling.



**FACT:** Paper is based on wood, a natural and renewable material. As young trees grow, they absorb CO<sub>2</sub> from the atmosphere. Furthermore, as a wood product, paper continues to store carbon throughout its lifetime, equivalent to removing 693 million tonnes of carbon dioxide from the atmosphere annually.



**FACT:** 73.9% of paper is recycled in Europe - close to the practical maximum of 78%. In Europe, paper fibres are reused 3.8 times on average.



**FACT:** The ICT industry accounts for 2.5 - 3% of global greenhouse gas emissions, this is predicted to rise to 14% by 2040. In Europe, print and paper products are one of the lowest industrial greenhouse gas emitters at 0.8%. In 2019, 53.6 million metric tonnes of ewaste was generated across the world, just 17.4% was collected and recycled.

# THE CHALLENGE FOR PRINT IN A DIGITAL WORLD

The Covid pandemic has brought disruption for traditional print media as consumers have become more familiar with online news and receiving digital communications. Working from home has also significantly impacted the way millions of commuters used to get their daily news from physical newspapers. For many consumers, online has become the default reading option. Will print make a comeback? It will be interesting to see how reading preferences evolve in a post-covid world.

## Attitudes Towards Digital



Believe they spend too much time on electronic devices



Believe they suffer from digital overload



Don't pay attention to online adverts



Do their best to block or avoid online adverts



Are increasingly concerned that personal information held electronically is at risk



Are concerned that the overuse of electronic devices could be damaging to health

## Positives for Print



Would be concerned if newspapers were to disappear



Still prefer to read printed books



Say they get a better understanding of news stories in print



Believe they should not be charged more for choosing a paper bill or statement



Want the right to choose how they receive their bills and statements



Believe arguments to switch to digital are misleading and about reducing cost

# BPIF

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## ABOUT US

The BPIF is a thriving, best-in-class trade association invigorating a modern, progressive print industry. It inspires those within the UK print, printed packaging and graphic communication industry to see opportunities for growth.

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 BPIF (British Printing Industries Federation)

[BRITISHPRINT.COM](http://BRITISHPRINT.COM)

BPIF Training focus on the all-round needs of the dynamic print and manufacturing workplace. We are the UK's largest provider of print industry apprenticeships, boasting print specialists who have clocked up hundreds of years of combined experience.

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## VERSION I

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