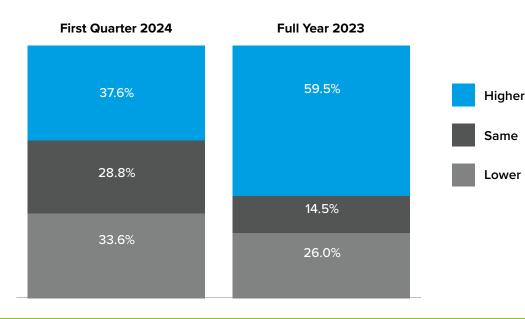


State of the Industry Update, First Quarter 2024*

PRE-TAX PROFITABILITY TRENDS

How did your sales (all sources) compare with the year-earlier period?

SALES

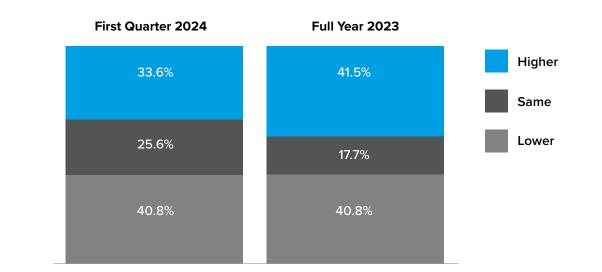


SALES EXPECTATIONS 2024

How do you expect your full-year 2024 sales (all sources) to compare with your 2023 sales?

50.8% 32.0% 17.2% Higher Same Lower

How does your pre-tax profitability compare with year-earlier profitability?

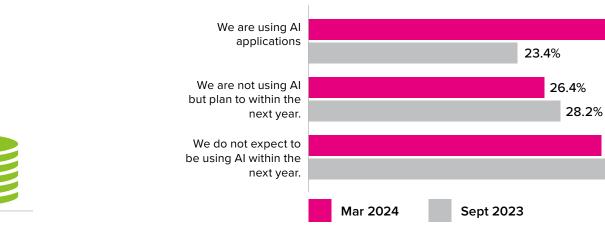


ARTIFICIAL INTELLIGENCE (AI)

40.0%

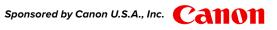
48.4%

32.8%



How SOI participants responded to this question: Which of the responses below is true for your company?

For more research visit: printing.org/resources/research



©2024 PRINTING United Alliance. Based on the State of the Industry Update, First Quarter 2024 (N= 163) *All companies surveyed. Participants include commercial printers, graphic and sign (wide-format) producers, and apparel decorators.