

Wide-format Printing Report,
Fall 2024
EXECUTIVE SUMMARY



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Executive Summary

The PRINTING United Alliance Wide-Format Printing Report, Fall 2024, part of the Print Business Outlook Series, provides insights from 108 wide-format printing providers surveyed. These companies offer products such as banners, window graphics, and dimensional signage. Additionally, 84.9% provide commercial printing, 27.4% package printing, 18.9% promotional products, 14.2% functional printing, and 12.5% apparel decoration. All are located in the United States or Canada.

The report examines how sales, prices, profitability, and other performance metrics are trending, key concerns, business priorities for 2025, capital investment plans, productivity, cloud resources, and dashboards.

PRINTING United Alliance members can download the *Wide-Format Printing Report, Fall 2024* [here](#).



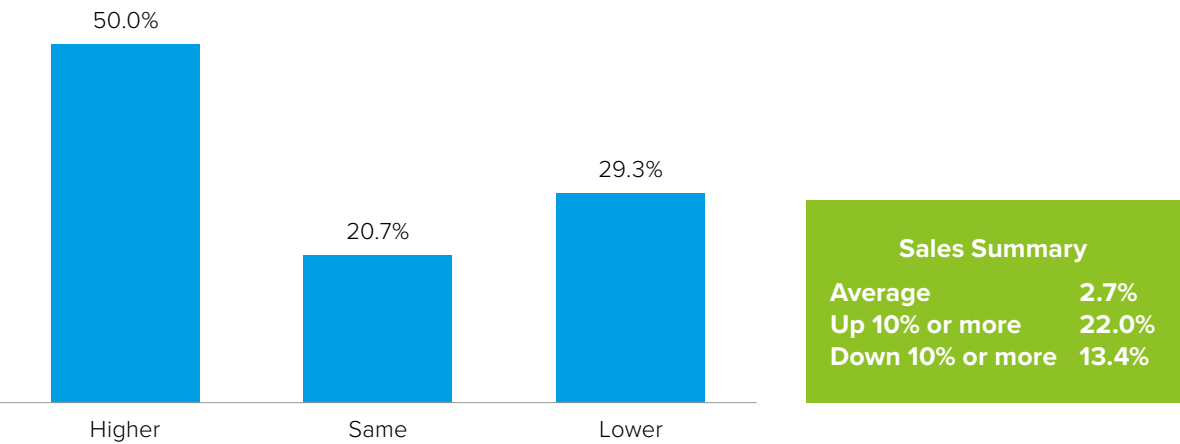
Canon U.S.A., Inc. is a leader in digital imaging and printing solutions with one of the broadest portfolios in the industry, offering solutions such as digital presses, production ink-jet presses, wide-format printers, workflow solutions and professional services. With approximately \$30.6 billion in global revenue, its parent company, Canon Inc. (NYSE:CAJ), as of 2021 has ranked in the top-five overall in U.S. patents granted for 36 consecutive years and was one of Fortune Magazine's World's Most Admired Companies in 2022. Canon U.S.A. is dedicated to its Kyosei philosophy of social and environmental responsibility.

SAMPLE FINDINGS

Sales rose 2.7% on average during the first three quarters of 2024 for wide-format providers surveyed, increasing for half and flat or decreasing for half. The 22% achieving 10% or more growth credit productivity gains, automation, marketing, and revenue diversification rather than relying on favorable industry conditions (Figure 1).

Figure 1: Sales, First Three Quarters 2024

Q: How did your sales (all sources) for the first three calendar quarters of 2024 compare with year-earlier sales?



Sluggish growth, cost inflation, and resistance to price increases have pressured profit margins. Pre-tax profitability increased for only 27.2%, remained flat for 38.3%, and declined for 34.6% (Figure 2).

Figure 2: Pre-Tax Profitability Trends, First Three Quarters 2024

Q: How did your pre-tax profitability (pre-tax profits as a percent of sales) during the first three quarters of 2024 compare with year-earlier profitability?



Looking ahead to 2025, the top concerns for wide-format providers mirror those from 2024: increasing sales (64.8%) and maintaining profitability (55.3%). Productivity challenges (41.2%) and rising labor costs (33.3%) in price-resistant markets further complicate operations (Figure 3).

Figure 3: Biggest Concerns Heading into 2025

Q: What concerns you most heading into 2025? Four most frequent responses.

Concern	Citing
Increasing sales	64.8%
Maintaining profitability	55.3%
Maintaining productivity	41.2%
Rising labor costs	33.3%

Increasing productivity, cited by 76.9%, is the top 2025 priority for wide-format providers surveyed. Strengthening core services (71.8%), capturing higher value-added and more profitable sales (62.8%), and executing more efficiency (59.0%) follow (Figure 4).

Figure 4: Business Priorities 2025

Q: What are your top priorities for 2025? Four most frequent responses.

Priority	Citing
Productivity	76.9%
Strengthen our core services	71.8%
Capture higher value-added, more profitable sales	62.8%
Execute more effectively	59.0%

Capital investment is a focal point, with 79.2% of providers planning investments in 2025 (Figure 5). Artificial intelligence tops the list of desired investments (44.4%), alongside tools such as digital infrastructure and e-commerce for improving productivity.

Figure 5: Capital Investment Plans

How commercial printers surveyed responded to the questions below.

Do you plan to invest in capital equipment, hardware, or software during the next 12 months?



The full Wide-Format Printing Report, Fall 2024 covers where wide-format providers surveyed would most like to improve productivity, how they are using cloud resources and dashboards and, why the industry can expect a boost from the American economy after midyear 2025.

WHO WE ARE



PRINTING United Alliance is the new entity born of the merger between Specialty Graphic Imaging Association (SGIA) and Printing Industries of America (PIA). Marking a milestone in the printing industry, SGIA and PIA officially combined in 2020 to create the largest, most comprehensive member-based printing and graphic arts association in the United States.

Members have unparalleled access to preeminent education, training, workshops, events, research, government and legislative representation, safety and environmental sustainability guidance, as well as resources from the leading media company in the industry – NAPCO Media. For PRINTING United Alliance membership inquiries, visit printing.org.

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