



Market Report

A Snapshot of your Market Sector

Printing

Cost of Doing Business Support

For information on **reducing the cost of running your business**, the [Find Business Support](#) website has links to advice, funding and regional support.

This pack has been designed to provide information on setting up a business in the **Printing** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **December 2022**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

What do I need to know about the Printing market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ The industry contracted significantly in 2020-21 due to volatile commodity prices and falling downstream demand conditions caused by the COVID-19 pandemic. The outbreak led to enforced business closures and more cautious spending from consumers due to uncertain economic conditions. Additionally, industry imports and exports both declined significantly in 2020-21 due to the supply chain and trade restrictions created by pandemic. However, revenue is forecast to grow by **5.2% in 2021-22** on the back of a projected domestic and global economic recovery amid the vaccine rollout, which should stabilise downstream demand and commodity prices. Industry revenue is expected to grow at a modest compound annual rate of **0.2%** over the five years through **2026-27**, to reach **£9.2 billion**. (IBISWorld, *Printing in the UK*, March 2022)
- ◆ After falling **by 15% in 2020**, Mintel estimates that UK circulation of print national newspapers declined less significantly **in 2021, falling by 9% to around 1.3 billion**. Mintel forecasts that UK national newspaper print circulation will continue its long-term decline over the next five years, **falling 33% by 2026 to 850 million**. (Mintel, *National Newspapers - UK*, 2022).
- ◆ Industry revenue is forecast to strong growth at a compound annual rate of **9.6% to reach £2 billion in 2026-27**. Rising demand for shorter print runs and faster turnaround times are expected to continue to propel expansion. The overall demand for printed materials is expected to fall, although demand for physical books is also anticipated to trend upwards, as readers ditch digital screens in favour of physical copies, and aid expansion. Additionally, projected growth in number of businesses operating in the United Kingdom, increases in retail sales, especially online retailing, and improvements in manufacturing activity are expected to raise demand for digital printing. (IBISWorld, *Digital Printing in the UK*, March 2022).
- ◆ The greetings card market is forecast to return to growth over the next five years. Mintel estimates that the UK greetings card market fell by 0.8% in 2020, in value terms. This was driven by a decline in single cards for the period, which was estimated to be worth **£1,515m, down 1% from 2019**. (Mintel, *Greetings & Personal Stationery Retailing, UK*, Feb 2021).
- ◆ The national organisation for this industry is the [British Printing Industries Federation](http://www.britishprint.com) (www.britishprint.com). Other industry bodies include [Independent Print Industries Association](http://www.ipia.org.uk) (www.ipia.org.uk) and the [British Association for Print and Communication](http://www.bapc.co.uk) (www.bapc.co.uk).

Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **Mintel – Books and E-books (2022).** The number of people buying a print book has decreased since hitting a peak of 67% in 2020 when lockdowns led to a surge in reading. Post-pandemic, as people return to out-of-home activities, there is less time available to read and greater competition for time and attention. Additionally, with incomes squeezed by a combination of rising prices and flat earnings, consumers may be cutting back on spending on nonessential items, including books. However, it is important to bear in mind that the book market is still growing and 60% of adults are buying books.
- ◆ **IBISWorld – Printing in the UK (March 2022).** Over the next five years, employment numbers are anticipated to rise, as industry operators are expected to hire more staff to capitalise on increasing revenue opportunities. Although the industry is projected to remain highly fragmented, the level of competition is expected to remain steady as some players exit and others enter the industry, while some consolidation activity is also anticipated to take place. Industry profit is expected to rise over the five years through 2026-27, due to easing economic and purchase cost pressures.
- ◆ **IBISWorld – Newspaper Printing in the UK (March 2022).** IBISWorld estimates that approximately 97% of UK households have internet access in the current year. Most newspapers in circulation have a website with options for online subscriptions. This allows consumers to browse stories without having to go to a shop and buy a newspaper every day. Websites offering news for free are becoming increasingly popular, and as are news aggregators that collate stories from third parties. Newspaper circulation figures are falling as readers are increasingly adopting digital news, both for free and through subscription models.
- ◆ **IBISWorld – Digital Printing in the UK (March 2022).** The Digital Printing industry is in the growth stage of its economic life cycle. Industry value added, a measure of the industry's contribution to the overall economy, is expected to grow at a compound annual rate of 2% over the 10 years through 2026-27, while GDP is forecast to grow at a compound annual rate of 1.1% over the same period.

There are also a number of online resources you may find helpful:

- ◆ **British Printing Industries (BPIF) Press Release, *Printing Outlook Q4, 2022*** - The latest Printing Outlook survey reveals that 43% of printers managed to increase their output levels in the third quarter of 2022, a further 41% were able to hold output steady. The Quarterly Printing Industry Trends Survey can be downloaded here: (tinyurl.com/y7l978u6).
- ◆ **Print Monthly (www.printmonthly.co.uk)**. An industry trade site with various news, features, blogs, and videos for all aspects of printing.

Disclaimer: Please note that this research may contain copyrighted material. Copyright belongs to the holders credited above and, as such, recipients of this research reproduce and repurpose this information at their own risk.

Connect with us



How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**

What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these website, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

Although every effort has been made to ensure the accuracy of the information provided, Business Gateway will not be held liable for any inaccuracies or omissions in the data supplied, or for the content of any website that the document above may contain links to. By using this information, you accept this disclaimer in full. Also, please note that Business Gateway does not endorse any business or individual that may be referred to above.

You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

Last updated: December 2022

Updated by: Aleksandra

Connect with us