



Market Report

A Snapshot of your Market Sector

Printing

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 July 2018. 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 story of print newspapers did not alter significantly in 2017, with the rate of circulation decline continuing at a steady rate. There was an **8% decline in print circulation in 2017 to 2 billion** and there are few indications that the rate of decline will slow or accelerate dramatically over the next five years, with Mintel forecasting that circulation will fall by 29% between 2017 and 2022 to 1.5 billion. (Mintel, *National Newspapers*, February 2018).
- ◆ Circulation numbers are expected to continue to fall as newspaper readers switch to reading news online using computers, tablets, phones and other electronic devices. An estimated **90.3% of British households already have access to the internet**. This proportion is expected to rise to over 95% by 2022-23. (IBISWorld, *Newspaper Printing in the UK*, September 2017).
- ◆ The printing of books, brochures and leaflets represents the largest product segment in the industry, **accounting for an estimated 23.5% of revenue**. Printed book production declined during much of the past five-year period as the growth of e-books and audiobooks, which consumers can purchase and read on portable devices such as tablets, phones and e-readers, created competition for printed books. (IBISWorld, *Printing in the UK*, March 2018).
- ◆ **'The outlook for print in 2018 will be dominated by the four letters: GDPR**. The optimists predict that legislation to prevent unwanted email and SMS messaging will result in brands and agencies turning towards print'. (Print Business, *What lies ahead for the printing industry in 2018?*, February 2018) (tinyurl.com/ycpeg4vd).
- ◆ The national organisation for this industry is the [British Printing Industries Federation](#). Other industry bodies include [Independent Print Industries Association](#) and the [British Association for Print and Communication](#).

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 – *National Newspapers (February 2018)***. Some 60% of people read a daily print newspaper in the last three months, with the *Daily Mail* read by the most people during this period. Less than half of people (44%) read a Sunday print newspaper in the last three months. More than a third (34%) of print readers feel particularly inclined to get a print newspaper when a major news event occurs, such as a general election. This sentiment grows among older print readers (43% among readers aged 55+).
- ◆ **IBISWorld – *Newspaper Printing in the UK (September 2017)***. Industry establishment numbers have fallen sharply over the past five years, because falling demand means that there was not enough work for the number of companies previously operating in the industry. Establishment numbers are expected to decline at a compound annual rate of 10.1% over the five years through 2017-18. Similarly, enterprise numbers are estimated to fall at a compound annual rate of 12.9% over the same period. However, the slower pace in the fall establishments indicates that there has been some consolidation activity over the past five years. Many newspaper printers, particularly those owned by publishers, increasingly use their idle capacity to build a revenue stream out of contract printing. As smaller publications adapt to a shrinking market, they are less inclined to invest in their own printing facilities and are outsourcing this function.

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

- ◆ **PMG, *Three printing trends to look out for in 2018, January 2018*** (tinyurl.com/y9ykkrnf). This article covers the new issues and trends in the printing industry: Programmatic mailing, Connected Print and GDPR.
- ◆ **Vistaprint, *Printing trends of 2018 that your company should know about, January 2018*** (tinyurl.com/ybwmyh1b). Another key article identifying the trends forming the future of the industry.
- ◆ **British Printing Industries Federation (BPIF), *UK Printing: The Facts and Figures 2017*** (tinyurl.com/y6v2pnk8). The UK printing industry has a turnover of £13.8 billion and employs 116,000 people across 8400 companies.
- ◆ **Print Monthly** (tinyurl.com/y9s5eu27). A resource providing industry news, insights and information on companies and jobs.
- ◆ **Health and Safety Executive, *Health and safety in the printing industry, December 2017*** (tinyurl.com/6h3pmn). Printing employs around 120,000 workers in mainly small and medium- sized companies. The most common types of accidents are manual handling (27%), slips and trips (22%) and machinery (22%).

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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**



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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 [Retaining and Grow Your Customer Base](#) (tinyurl.com/c2fw4o4) will help you to identify who your customers are, how to use this information to sell more effectively and how to actively compete in your marketplace.

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 Account](#)" 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](#).

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