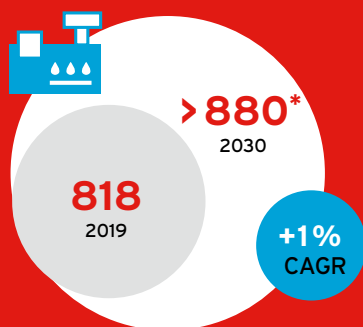




Key Facts Print

Market volume (worldwide)
in billion USD



Market Insight China

The world's largest market with a revenue of USD 208 billion in 2018!

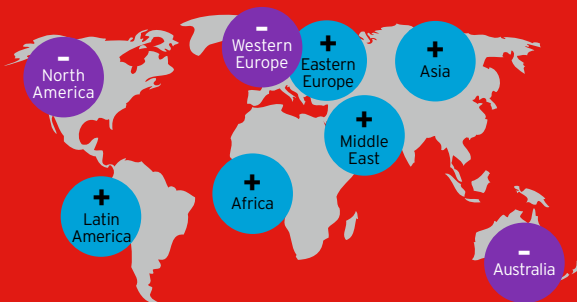


Growth drivers

1. Growth in package printing
2. Growth in emerging markets
3. Added value in the digital printing sector

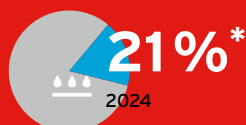
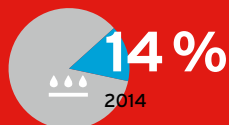
Markets for digital and analog printing

While the markets for digital and analog printing in several countries are declining, other countries can be identified as growth regions:



Digital printing

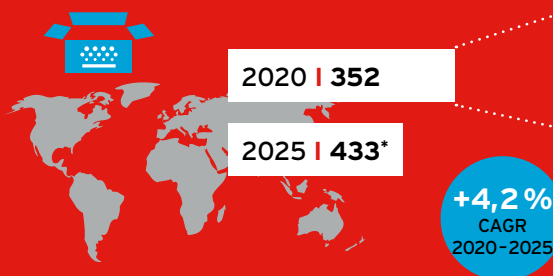
Share in market volume



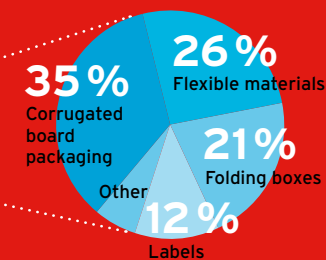
Key Facts Print Packaging

Market development (worldwide**)

Market volume in billion USD, average annual growth rate (CAGR)



Shares as a % 2020

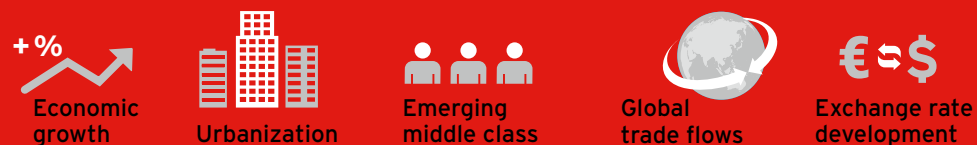


Trends Print Packaging

Industry-specific and external trends

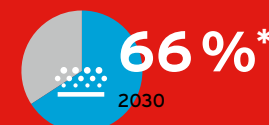
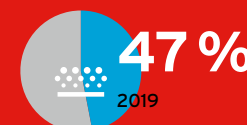


Macroeconomic and demographic trends



Packaging

47% market share of the global print market in 2019





Key Facts Economy

China



Economic growth

GDP in billion USD, real growth rate

2020 | 14,723 | +2.3%

2021 | 16,642* | +8.4%*

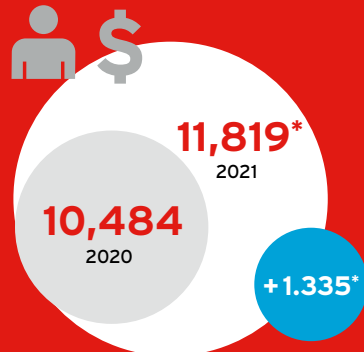
2022 | 18,013* | +5.6%*

Share of
global GDP
2020, sale-adjusted



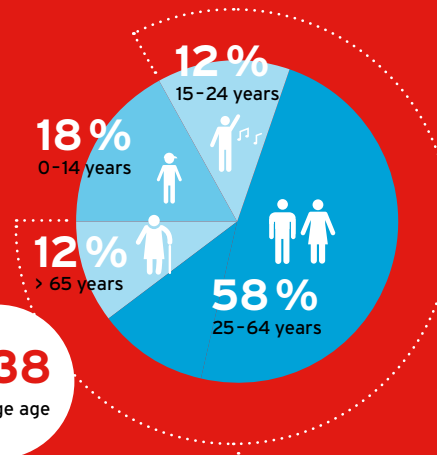
GDP per capita

2020 & 2021, in USD



Key Facts Population

Population structure



Level of education



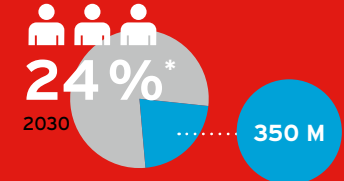
Private consumption

Per capita figures; in USD



Middle class

Share of population per
capita spending between
11 and 110 USD per day



Smaller households

Share of one and two-person
households over all Chinese
households



Urbanization

