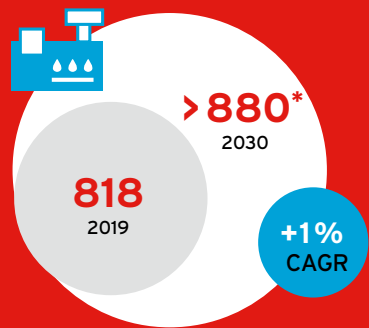




Key Facts Print

Market volume (worldwide)
in billion USD



Market Insight Philippines

The Philippine printing industry is estimated to grow to a size of almost USD 5 billion by 2022

Growth engine

- Consumption growth through:
- relatively high wages (in comparison to the other ASEAN members) → buying power increases
 - young, growing population
 - retransfer of Filipinos living overseas.

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

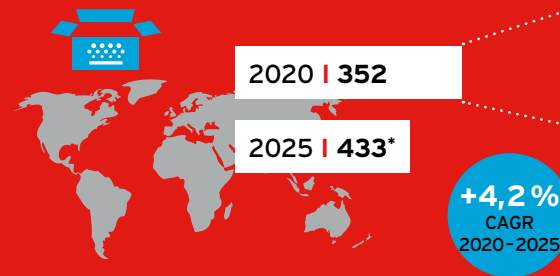
Share in market volume



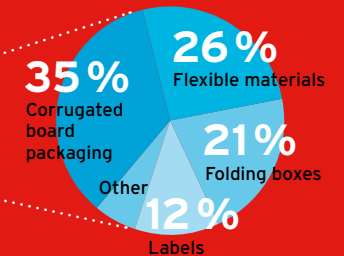
Key Facts Print Packaging

Market development (worldwide**)

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



Shares as a % 2020

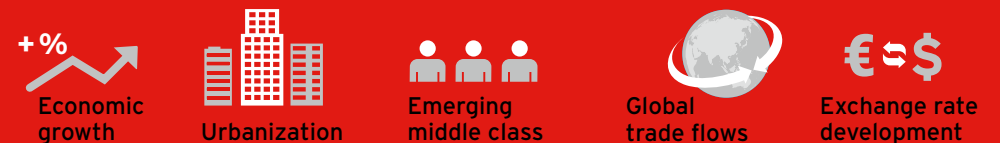


Trends Print Packaging

Industry-specific and external trends



Macroeconomic and demographic trends



Packaging

47% market share of the global print market in 2019



*Values are based on estimates and forecast.
**Values are based on a study of the EU, in which 26 countries are taken into account; share of global GDP/world population: 80%/70%.
Sources: gtail, UN DESA (Population Division), IMF, PEW, United Nations Demographic Yearbook, Philippine Statistic Authority, World Bank, The Economist Intelligence Unit, Smithers Pira, our calculations.



Key Facts Economy

Philippines



110 M

Inhabitants (in 2020)

Economic growth

GDP in billion USD, real growth rate

2020	362	-9.5%
2021	403*	+6.9%*
2022	435*	+6.5%*

Share of global GDP

2020, sale-adjusted



Currency
Phillipine Peso

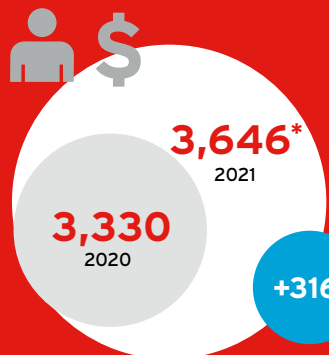


Language
Filipino (Tagalog) and English

Inflation
(in 2021)

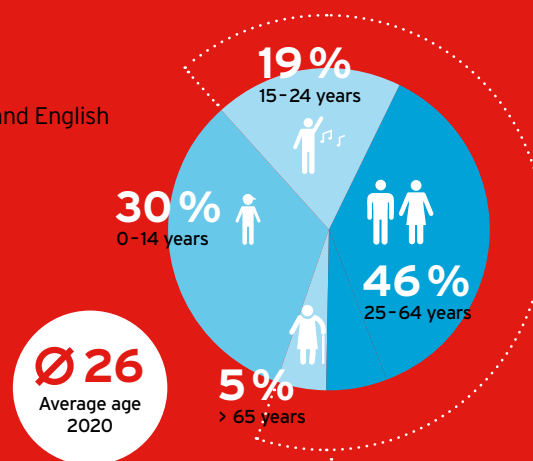
2.6%*
(as compared to previous year)

GDP per capita
2020 & 2021, in USD



Key Facts Population

Population structure 2018



Level of education

98%

Literacy rate
(2015) 15+ years



645,973

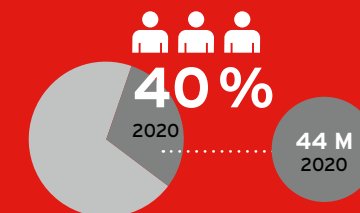
University graduates (2017)

Private consumption

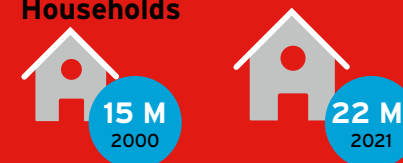
Per capita figures; in USD



Middle class



Households



Household size



Urbanization

