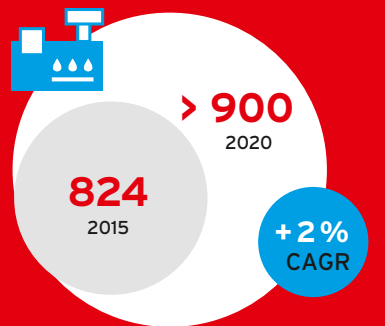




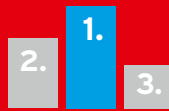
## Key Facts Print

### Market volume (worldwide) in billion USD



### Market Insight China

The Chinese print market has now passed the US and is the world's largest market!



### 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

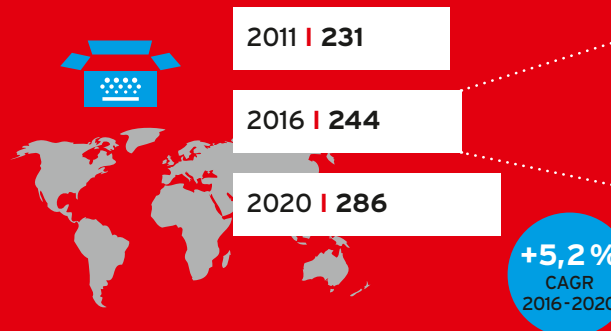
Share in market volume



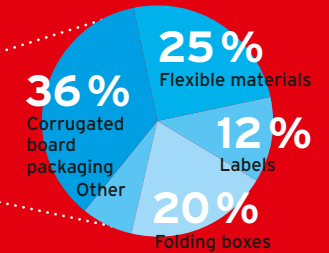
## Key Facts Print Packaging

### Market development (worldwide\*)

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



Shares as a % 2016

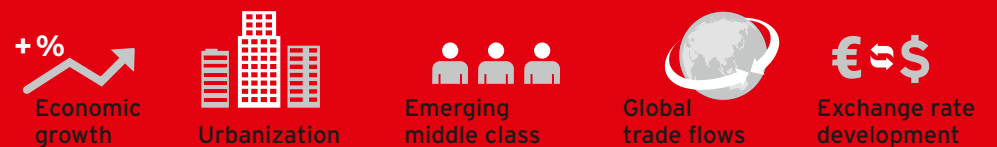


### Trends in Print Packaging

#### Industry-specific and external trends



#### Macroeconomic and demographic trends

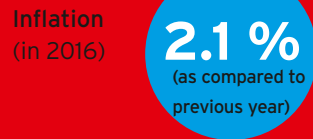


\*Values are based on a study of the EU, in which 26 countries are taken into account; share of global GDP/world population: 80%/70%. Sources: stat, UN DESA (Population Division), IMF, United Nations Demographic Yearbook, National Bureau of statistics of China, The Economist Intelligence Unit (EIU), Smithers Pira, our calculations.



## Key Facts Economy

### China



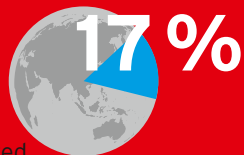
### Economic growth

GDP in billion USD, real growth rate

2017 | **12,362** +6.2 %

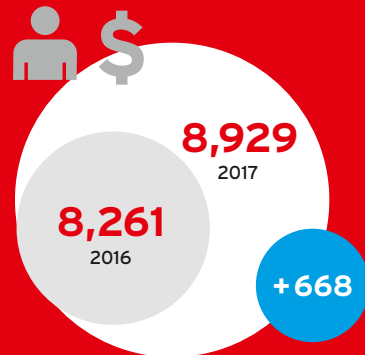
2016 | **11,392** +6.6 %

**Share of  
global GDP**  
2016 sale-adjusted



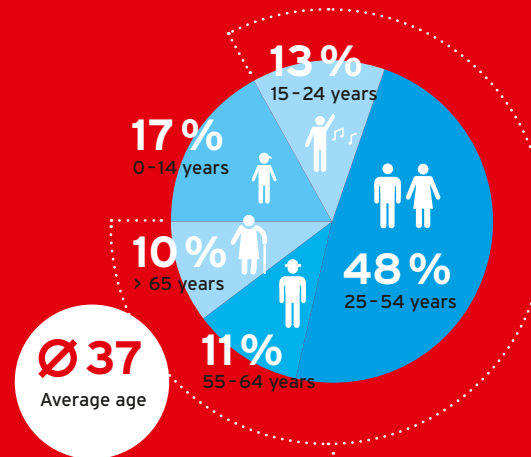
### GDP per capita

2016 & 2017, in USD



## Key Facts Population

### Population structure



### Level of education



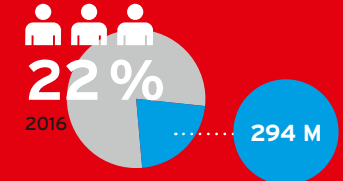
### Private consumption

Per capita figures; in US \$



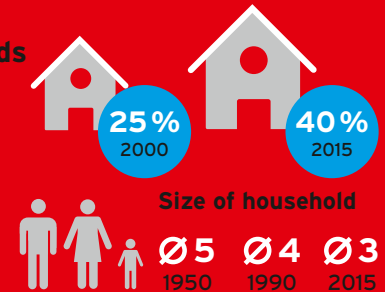
### Middle class

Share of population  
with income between  
10 and 50 US \$ per day



### Smaller households

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



### Urbanization

