

WIDER PERSPECTIVE 2025



200,000 PRINT PROFESSIONALS AROUND THE WORLD WERE INVITED TO PARTICIPATE THESE RESULTS ARE FROM THE 3100 THAT RESPONDED TO SHARE THEIR INSIGHTS.

WELCOME...

Wider Perspective 2025 is the inaugural survey from LFR Insights, our fully in-house research portal created for the collection and subsequent sharing of knowledge and insight that can help to shape the future of the wide-format print industry.

In creating this **Wider Perspective 2025** report we've captured the opinions from professionals across the print, sign and display markets. With more than 200,000 print professionals working in the UK, Europe and the USA invited to take part and offer their thoughts on the market's key talking points. Ultimately we generated over 3,000 respondents, making this the largest print industry survey of it's kind to date.

Questions range from more generic talking points such as what type of work brings in the most revenue for businesses to more focused areas including which manufacturers they think are leading the way with innovation. It also looks at how AI and Sustainability will impact the sector.

We hope the results will provide valuable information about what your peers are currently thinking, what they are already doing and what they are planning for the future. Of course, that allows you to compare your thoughts with theirs, spot emerging trends, and ensure no opportunity goes overlooked.

Crucially, the results of the survey will also be shared with manufacturers of print hardware, software and materials, with the data set to help shape their own strategies and future R&D plans.

Manufacturers can only gather so much information themselves; what they really need is the opinion of the wider market. This survey will deliver highly important data that they can then analyse, compare to their own strategies, and establish how they might need to adapt in order to meet future customer demand.

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8 questions covering the hardware, software and supplies that help to power your business.

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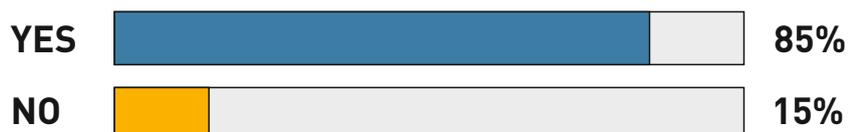
Environmental Considerations

4 questions covering current and planned considerations for making print more planet-friendly.

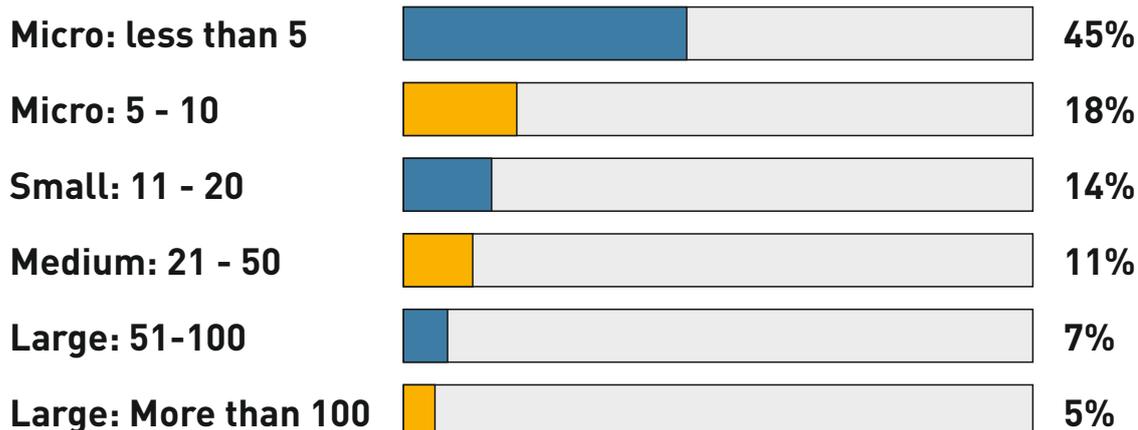
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THE BUSINESS OF PRINT

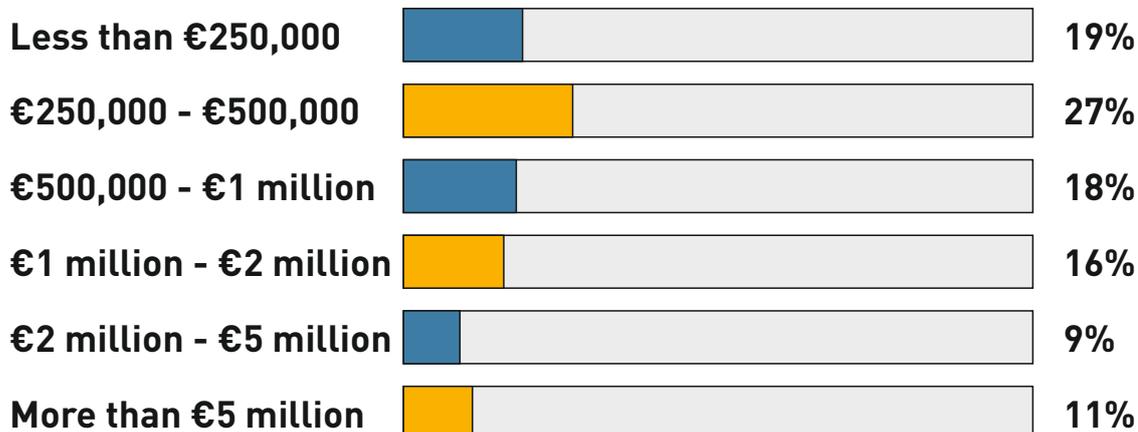
Q.1 Does your business engage in wide-format printing?



Q.2 What is the size of your company in terms of employees?

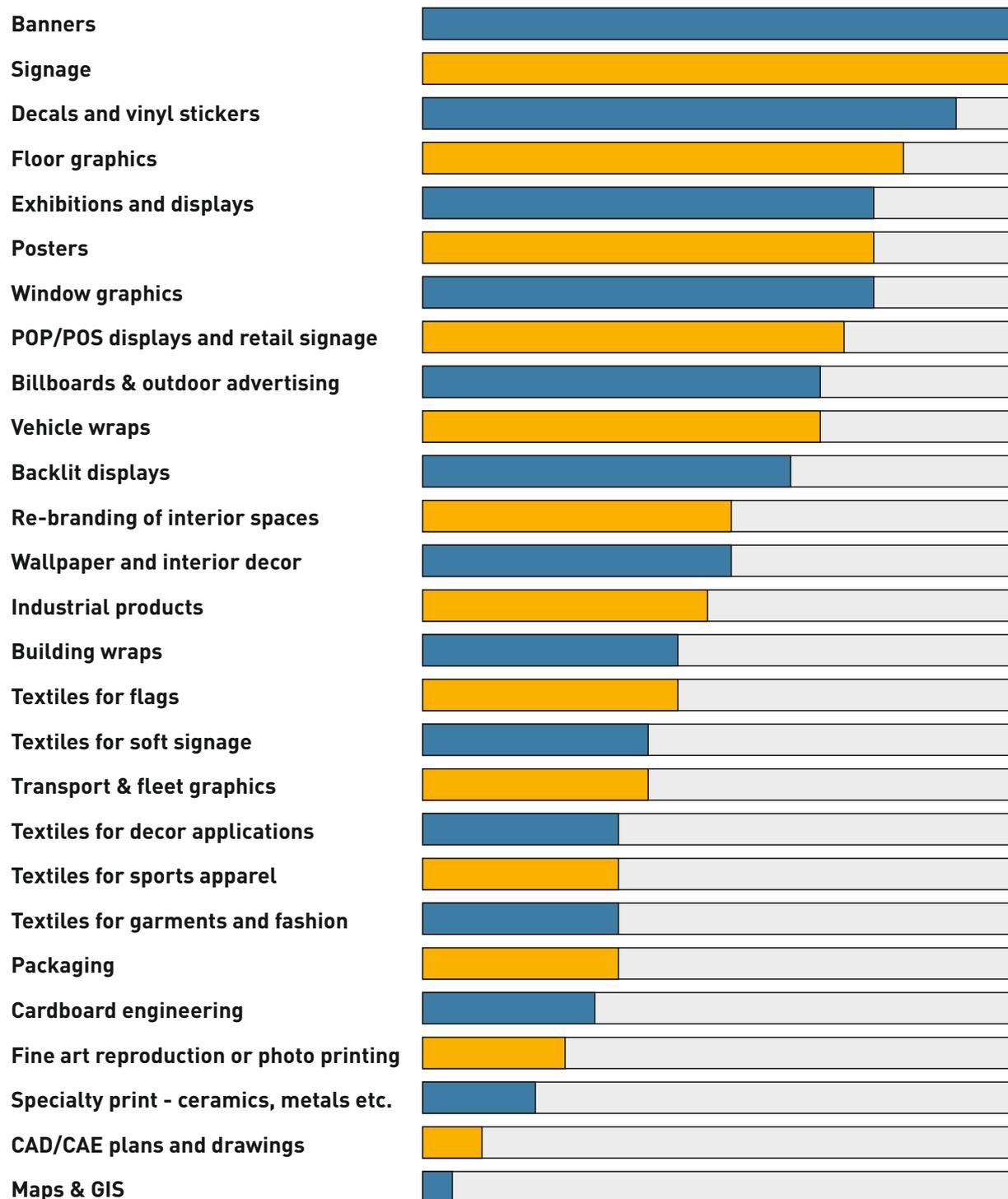


Q.3 What is your company's annual revenue?



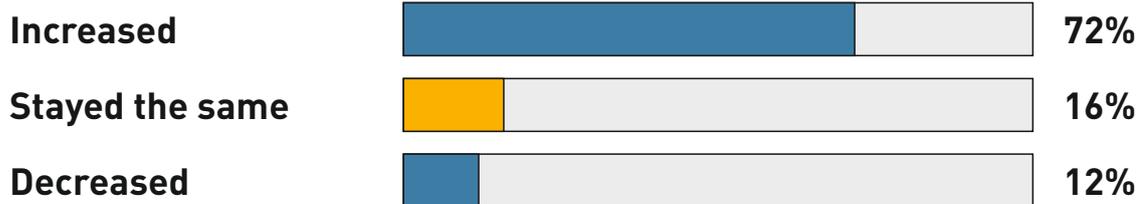
THE BUSINESS OF PRINT

Q.4 What wide-format print services do you offer? **By response volume.**

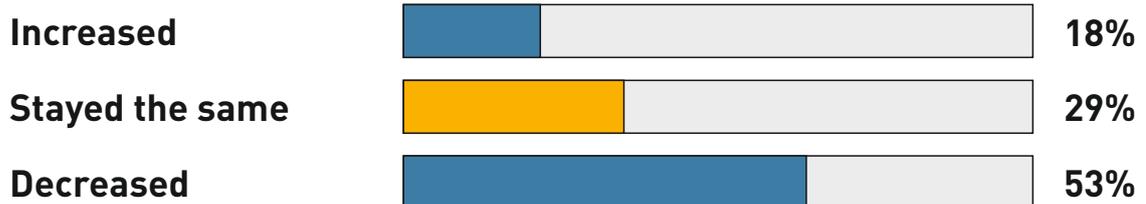


THE BUSINESS OF PRINT

Q.5 How has your annual revenue changed in the last year?



Q.6 What changes have you observed in your profit margins?

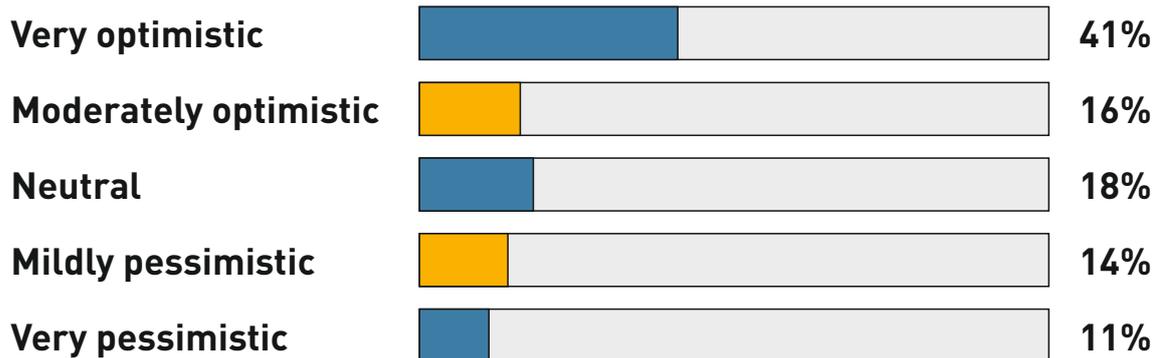


Respondents report a 72% increase in revenues, which looks great in isolation, but a 53% majority are reporting that business profits have actually fallen. Prevailing economic factors, most specifically global inflation and associated supply chain price increases, are a significant factor. The reality is, in the current financial climate, the print industry is having to work harder than ever for less.

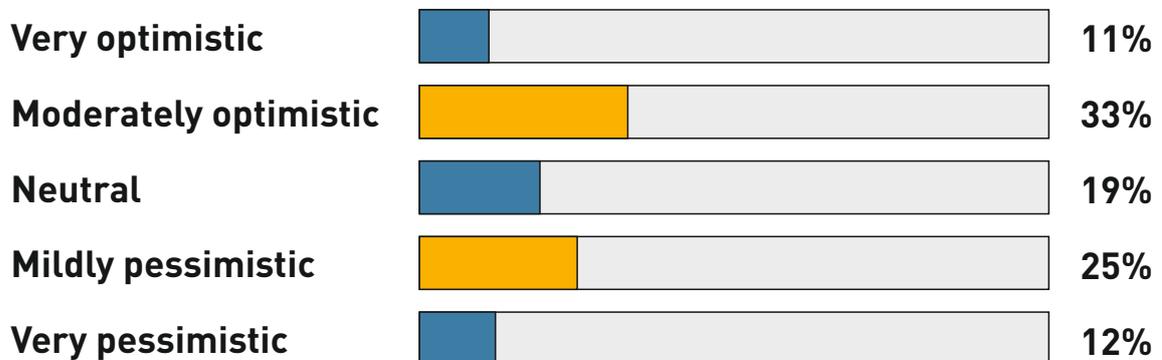


THE BUSINESS OF PRINT

Q.7 Optimism about your business prospects in the next 2 years?



Q.8 How optimistic are you about the printing industry generally?



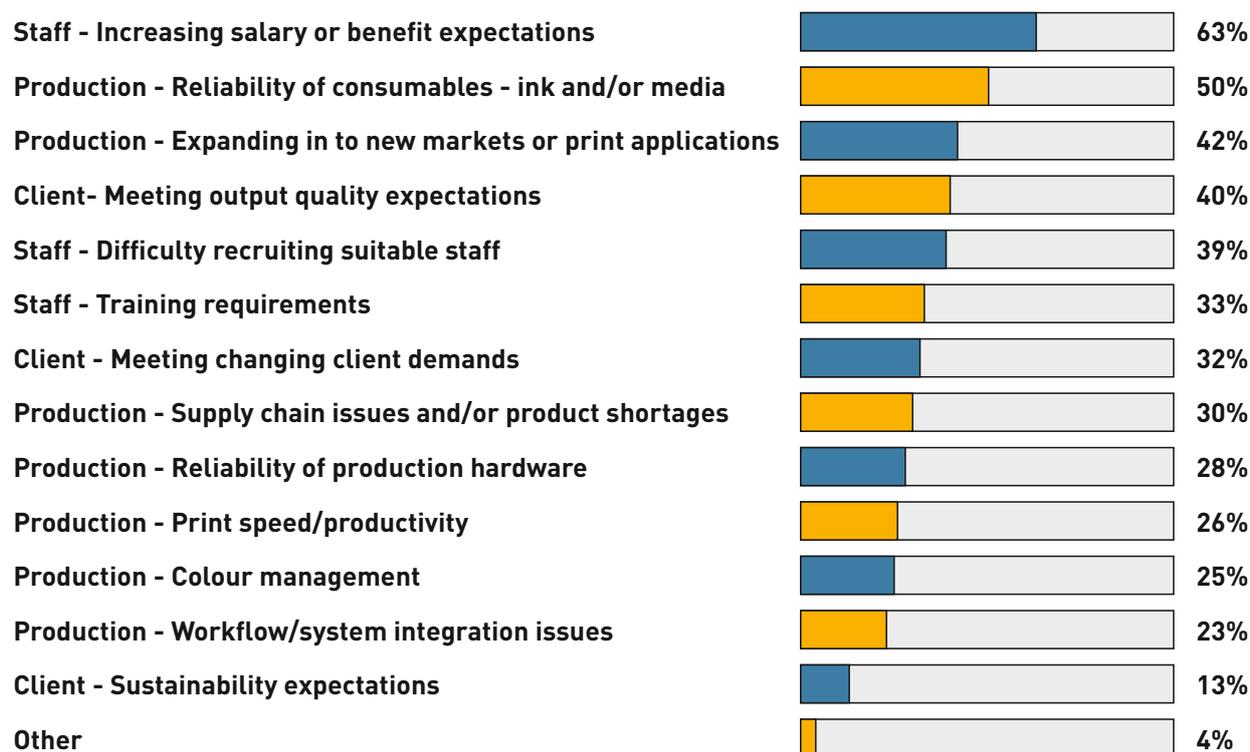
57% of survey respondents remain optimistic about their own business prospects but only 44% are that confident in the print business overall.



THE BUSINESS OF PRINT

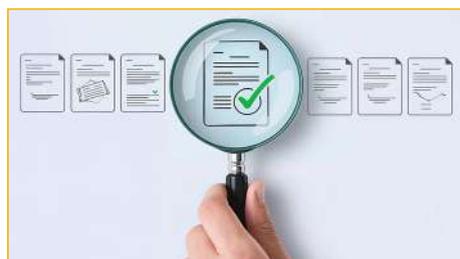
Q.9 What are the most significant challenges your business faces?

Combined median answers of all respondents.



Q.10 What are the main priorities of your clients, in your view?

Combined median answers of all respondents.



THE TECHNOLOGY OF PRINT



In the 'Technology of Print' section, print professionals were asked their opinion on which manufacturers they thought were the most innovative when it came to wide-format print. It was closely contested with HP scoring just ahead of Epson, with Mimaki taking third place on the winners' podium.

Respondents were then asked which printable material brands and products they considered to be the most reliable. Orafol polled an impressive approval rating of 82% for overall print performance and reliability. Arlon also scored well to take second place, with third place in this category going to Metamark.

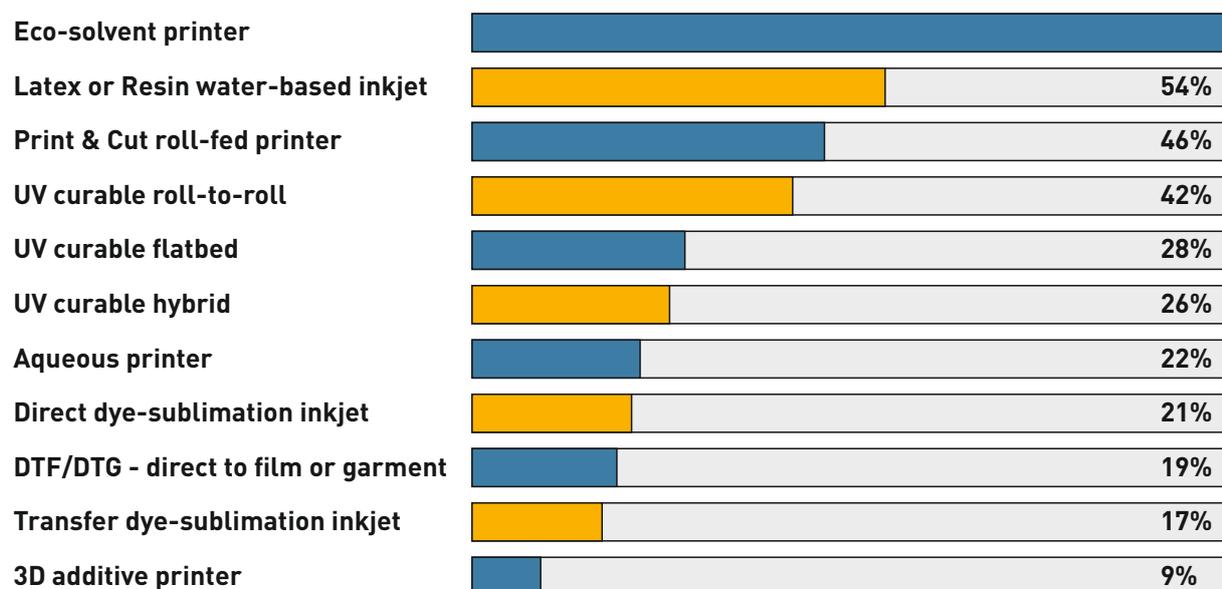


THE TECHNOLOGY OF PRINT

Technological advancements are driving our industry ever further in to the digital era, yet manufacturers of that technology can only gather so much information themselves; what they really need is the opinion of the wider market. It was our hope that this survey would help to reveal important data that manufacturers can analyse, compare to their own findings, and ultimately gain a better understanding of how they may need to adapt or pivot their business strategies in order to align with and meet future customer demand.

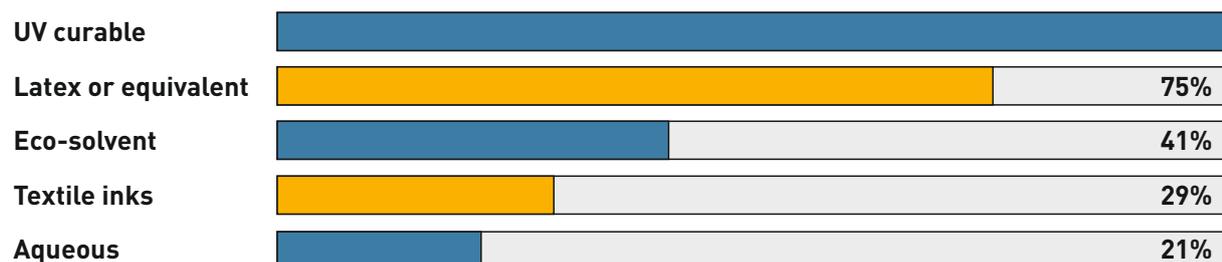
Q.11 What types of wide-format printing hardware do you currently own?

Answers are shown as a ratio of the top answer.



Q.12 What ink type is your next printer investment most likely to use?

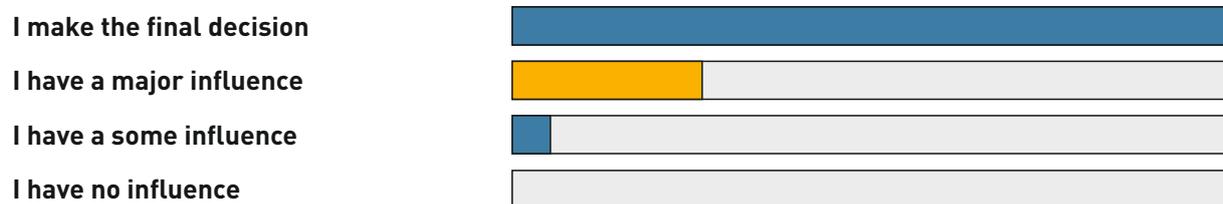
Answers are shown as a ratio of the top answer.



THE TECHNOLOGY OF PRINT

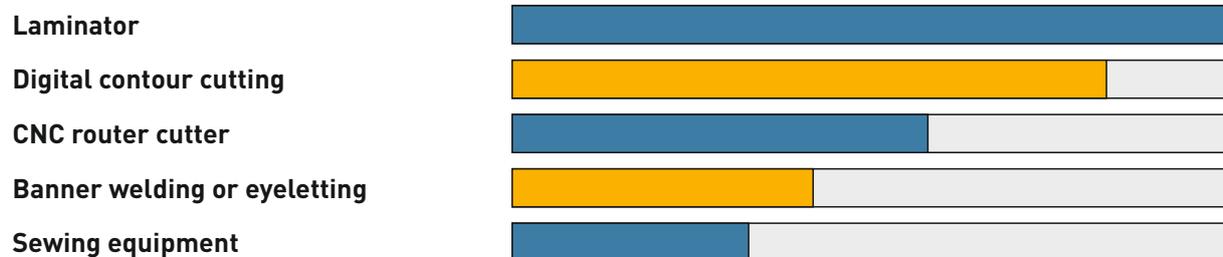
Q.13 How would you best describe your influence on the purchase of print production hardware, software and services in your company?

Answers are shown as a ratio of the top answer.



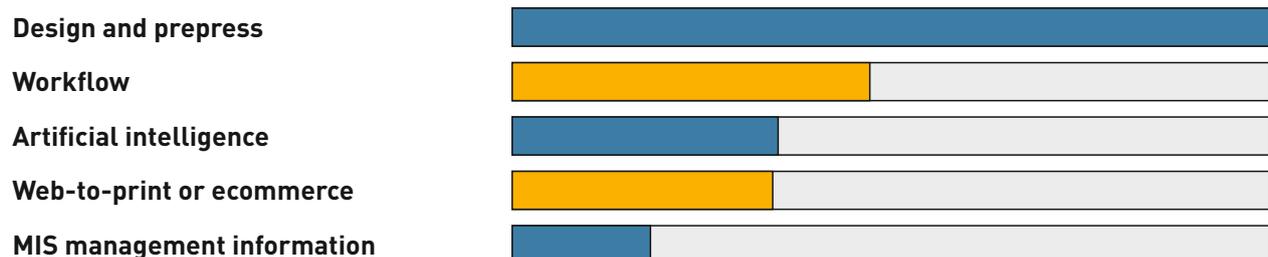
Q.14 What types of wide-format print finishing hardware do you own?

Answers are shown as a ratio of the top answer.



Q.15 What types of wide-format print software do you currently use?

Answers are shown as a ratio of the top answer.



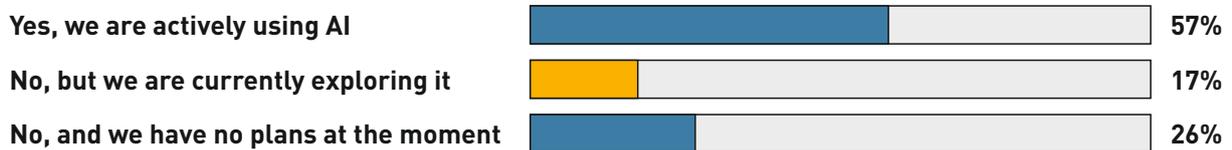
THE TECHNOLOGY OF PRINT

Q.16 Are you planning to invest in further new hardware or software in the next year? Answer as a percentage of total respondents.



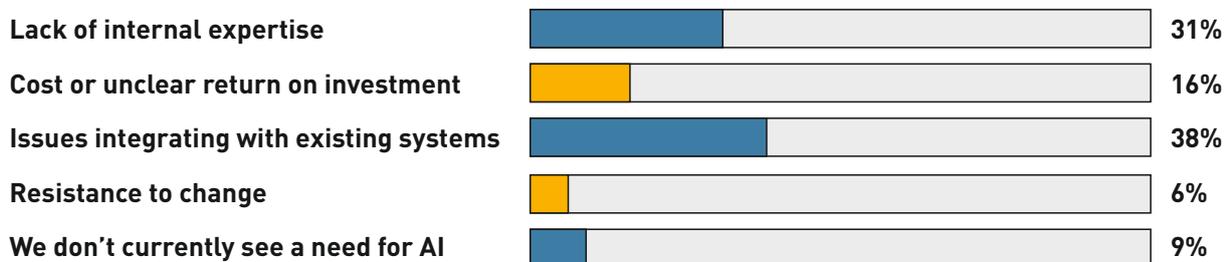
Q.17 As AI (Artificial Intelligence) increases in importance across many business sectors, we are interested to find out more about your AI plans. Is your company currently using AI software technologies?

Answer as a percentage of total respondents.



Q.18 What is the main barrier to adopting AI in your business?

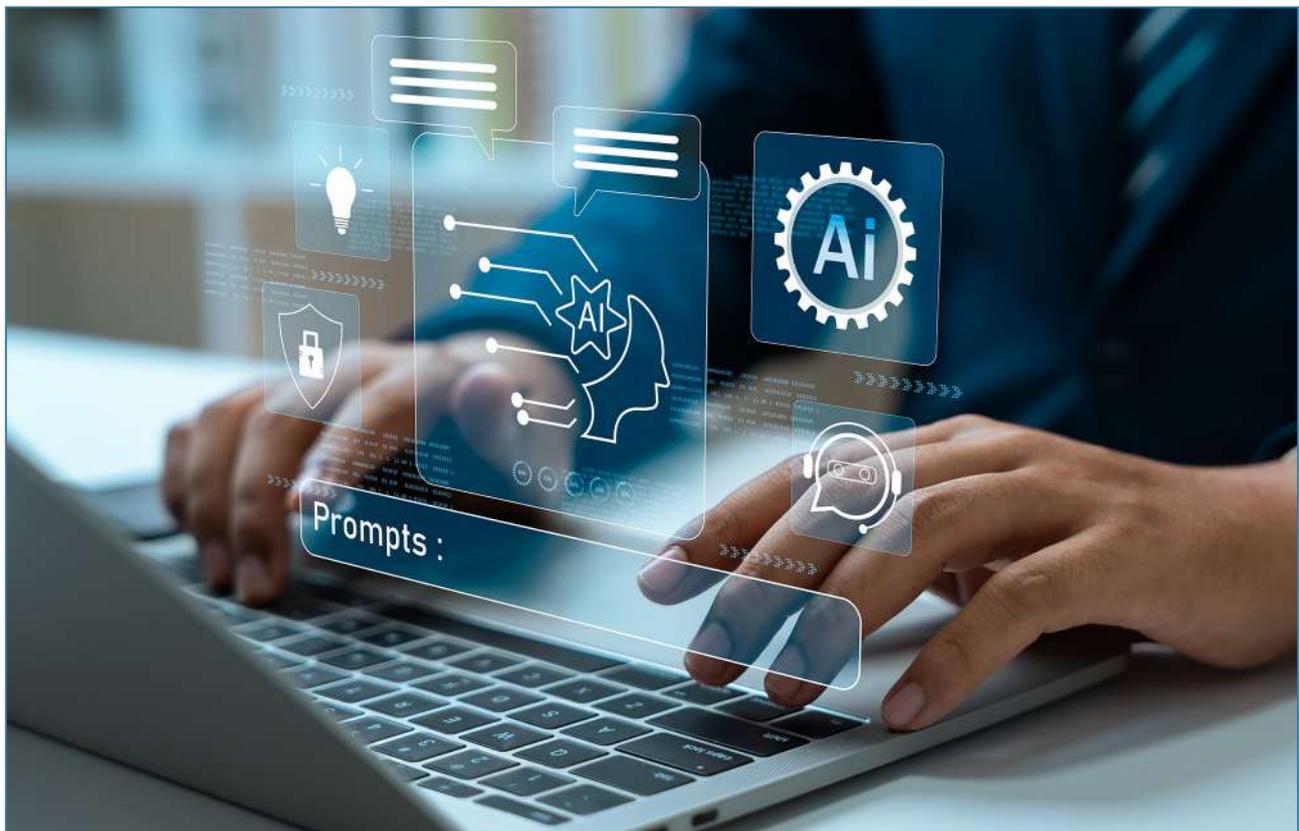
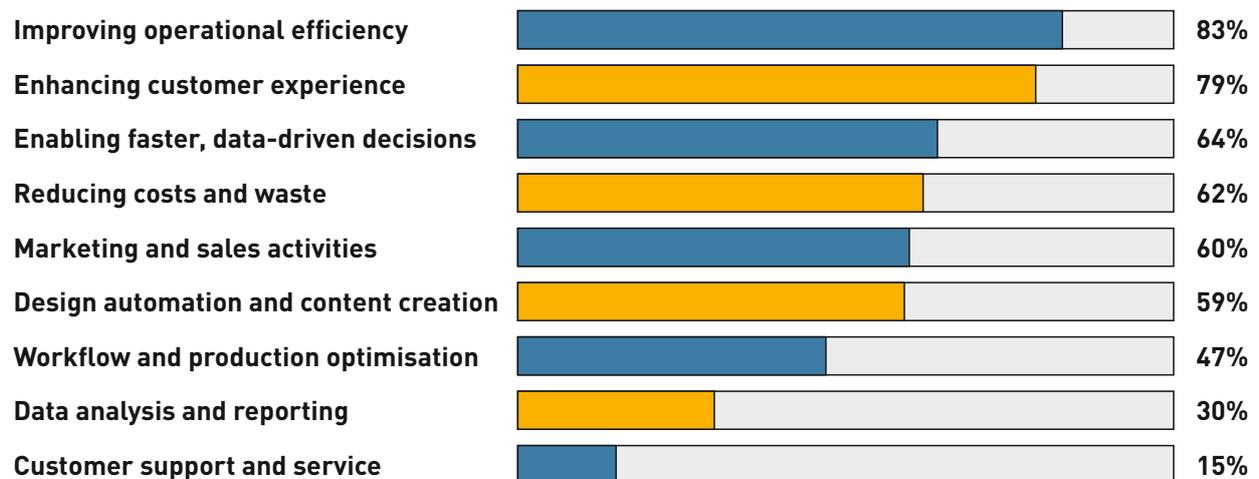
Answer as a percentage of total respondents.



THE TECHNOLOGY OF PRINT

Q.19 In which areas are you currently using or considering using AI?

Combined median answers of all respondents



ENVIRONMENTAL CONSIDERATIONS

THE FOLLOWING ANSWERS WERE PROVIDED BY PRINT BUSINESSES WITH MORE THAN 11 EMPLOYEES AND REVENUE ABOVE €1,000,000

Q.20 What percentage of your existing customers are now demanding environmentally friendly products?

Combined median answers of respondents from a larger print businesses.



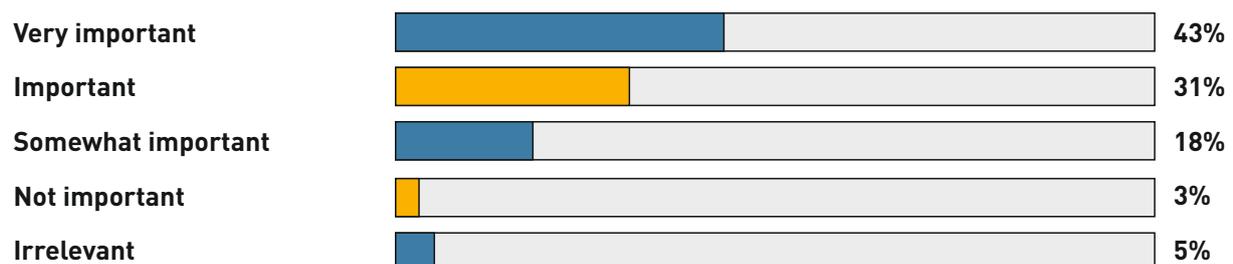
Q.21 What percentage of your new and potentially new customers actively enquire about your company's environmental credentials?

Combined median answers of respondents from a larger print businesses.



Q.22 How important is it for your business to be perceived as environmentally friendly?

Answer as a percentage of total respondents from a larger print business.



ENVIRONMENTAL CONSIDERATIONS

THE FOLLOWING ANSWERS WERE PROVIDED BY PRINT BUSINESSES WITH 10 OR LESS EMPLOYEES AND REVENUE BELOW €1,000,000

Q.23 What percentage of your existing customers are now demanding environmentally friendly products?

Combined median answers of respondents from a micro print businesses.



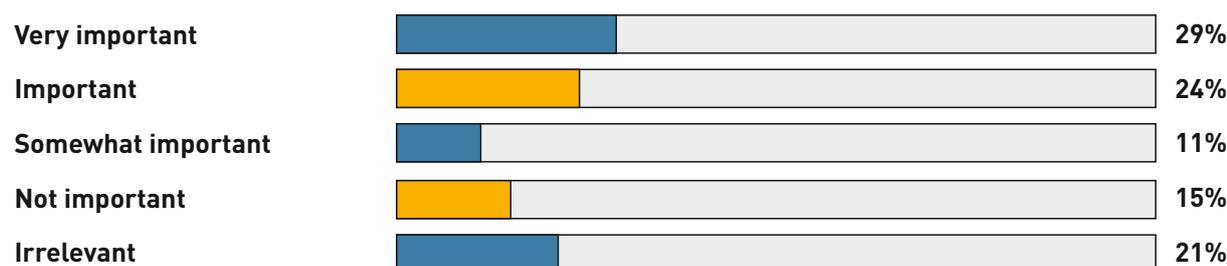
Q.24 What percentage of your new and potentially new customers actively enquire about your company's environmental credentials?

Combined median answers of respondents from a micro print businesses.



Q.25 How important is it for your business to be perceived as environmentally friendly?

Answer as a percentage of total respondents from a micro print business.

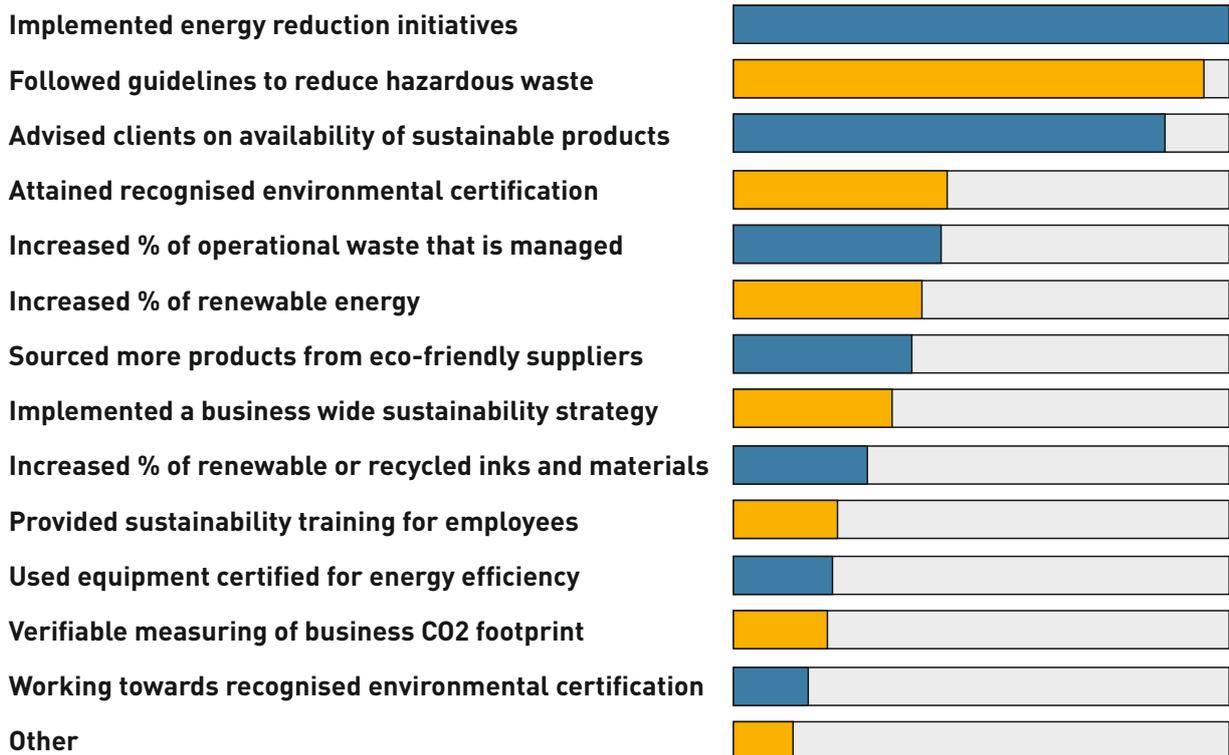




ENVIRONMENTAL CONSIDERATIONS

Q.26 What actions have you implemented to enhance the environmental sustainability of your operations?

Answers shown as a ratio of the top answer



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