



SOYANG EUROPE

# 2023 Print Industry Report

---

Print industry report compiled of responses from print industry leaders

**Produced By: Soyang Europe**

# CONTENTS

- 3** SOYANG INTRODUCTION
- 4** 2023 HEADLINES
- 5** YOUR BUSINESS
- 8** SUSTAINABILITY
- 11** FINANCIALS
- 15** SALES AND MARKETING
- 19** GROWTH
- 22** EXHIBITIONS AND TRADESHOWS
- 25** YOUR CUSTOMERS



# SOYANG EUROPE

## WHO ARE WE?

Soyang Europe is a leading manufacturer and distributor of digitally printable wide-format and superwide-format media and surface coverings for multiple industries including sign & display, design, marketing, construction and décor.

Additionally, through the acquisition of Joseró, Soyang is now a supplier of leading-edge wide and superwide format print production hardware solutions from many of the industry's biggest and best-known printer brands.

## WHAT'S IN THIS REPORT?

This report collates the data we have collected from leaders in the print industry. Covering all areas of print business, from financial reports to sustainability pledges; we tell you everything you need to know to increase your sales and profitability in the next year.

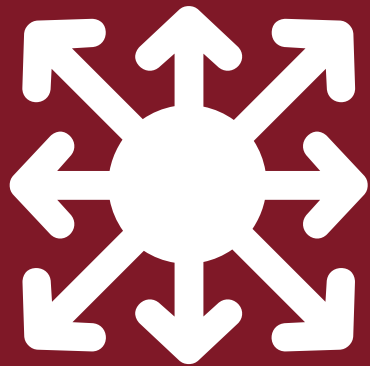


**Ella Faulkner**  
Internal Sales/Marketing  
Ella@soyang.co.uk



**Oliver Mashiter**  
Sales Manager  
Oliver@soyang.co.uk

# 2023 HEADLINES



## PRINT BUSINESSES ARE BROADENING THEIR SERVICES

35% of the respondents have increased the number of services they offer to customers in the last 12 months.



## SUSTAINABILITY IS INCREASING IN IMPORTANCE

64% of customers are requesting sustainable products.



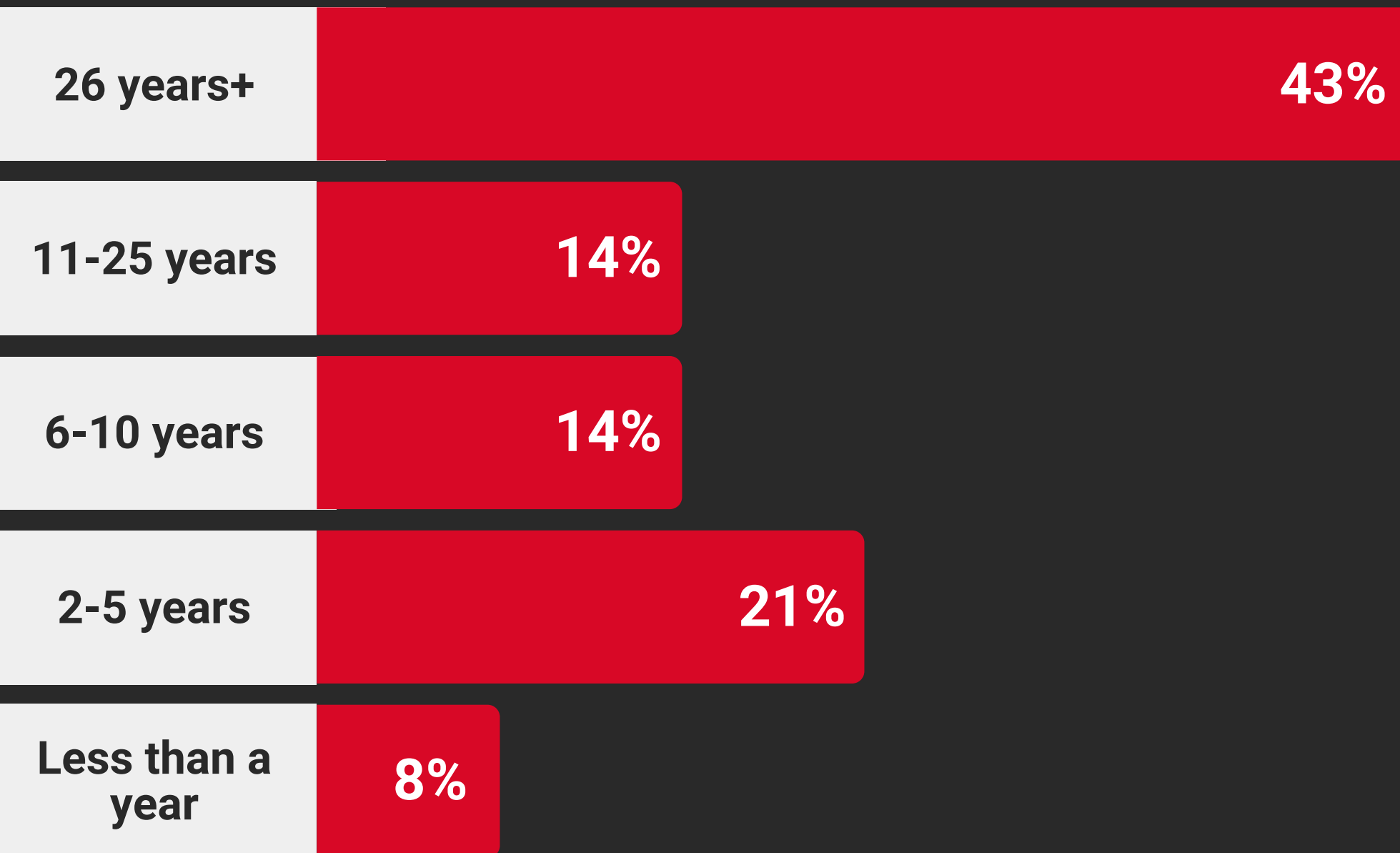
## PRINT BUSINESSES ARE INCREASING THEIR PRICES

79% of businesses have increased prices for new clients and 86% have increased the prices for existing clients in the last 12 months.

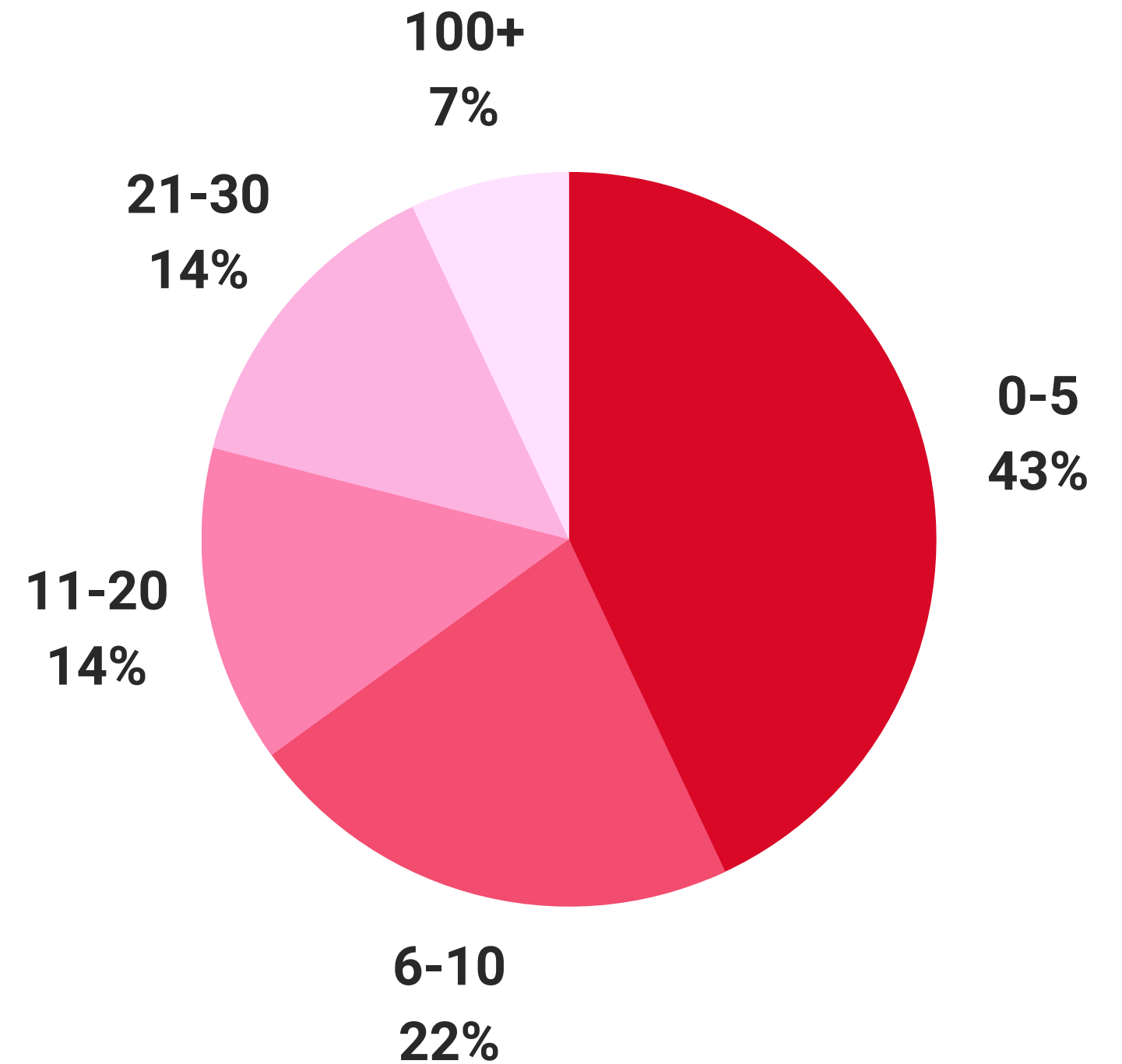
A background image showing a business meeting. A person's hand is holding a pen and pointing at a line graph on a document. Another hand is visible on the right side of the frame. The document contains a bar chart with categories like 'Lazada', 'Diet Tutor', 'Beauty Clinic', 'Customer', 'Barbers', 'Pharmacy', and 'M'. The y-axis is labeled 'Revenue' and 'Number of Users'. The overall image has a warm, orange-red tint.

# YOUR BUSINESS

# HOW LONG HAVE OUR RESPONDENTS BEEN IN THE PRINT INDUSTRY?



# HOW MANY EMPLOYEES DOES EACH BUSINESS HAVE?



# THE BIGGEST CHALLENGES FACING PRINT BUSINESSES ARE...

**1 WINNING NEW BUSINESS**

**2 CASH FLOW**

**3 PROFITABILITY**

**4 VOLATILE MARKET**

**5 RECRUITMENT**

## HOW TO WIN NEW BUSINESS

BUSINESSES THAT INCREASED THEIR REVENUE ALSO:

- Increased their prices by up to 20% (75%)
- Take a proactive approach to upselling (62%)
- Diversified their product offering (37%)

[Read our article on how to win new business](#)



## HOW TO IMPROVE PROFITABILITY

BUSINESSES THAT INCREASED THEIR PROFIT ALSO:

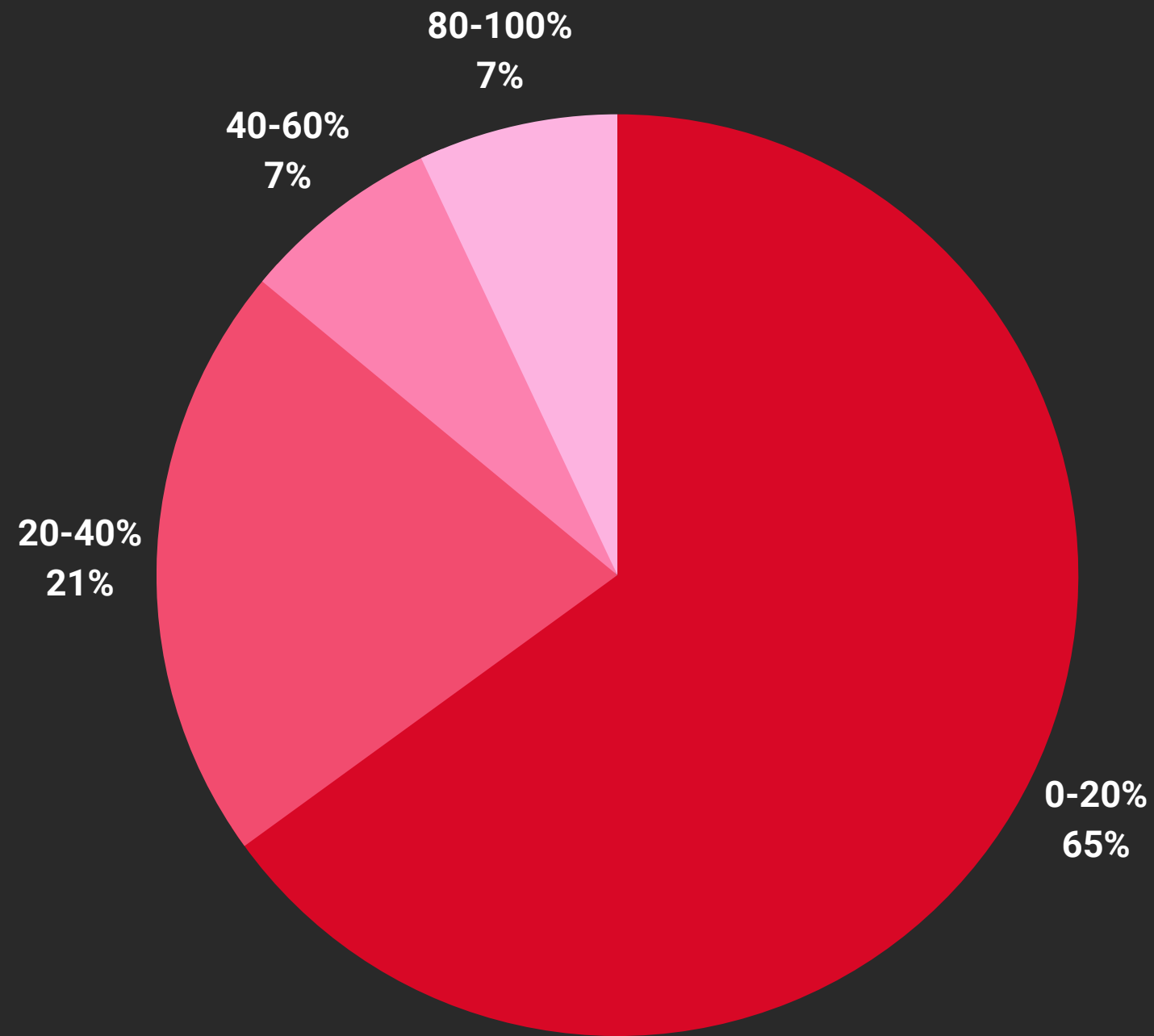
- Increased their prices by up to 20% (100%)
- Rarely offer discounts to clients (75%)
- Have a plan for upselling to existing clients (50%)



# SUSTAINABILITY



# WE ASKED YOU WHAT % OF YOUR CUSTOMERS ARE REQUESTING SUSTAINABLE PRODUCTS



# HOW ARE PRINT BUSINESSES RESPONDING TO THIS DEMAND?



**35% of print businesses don't intend to be carbon neutral**

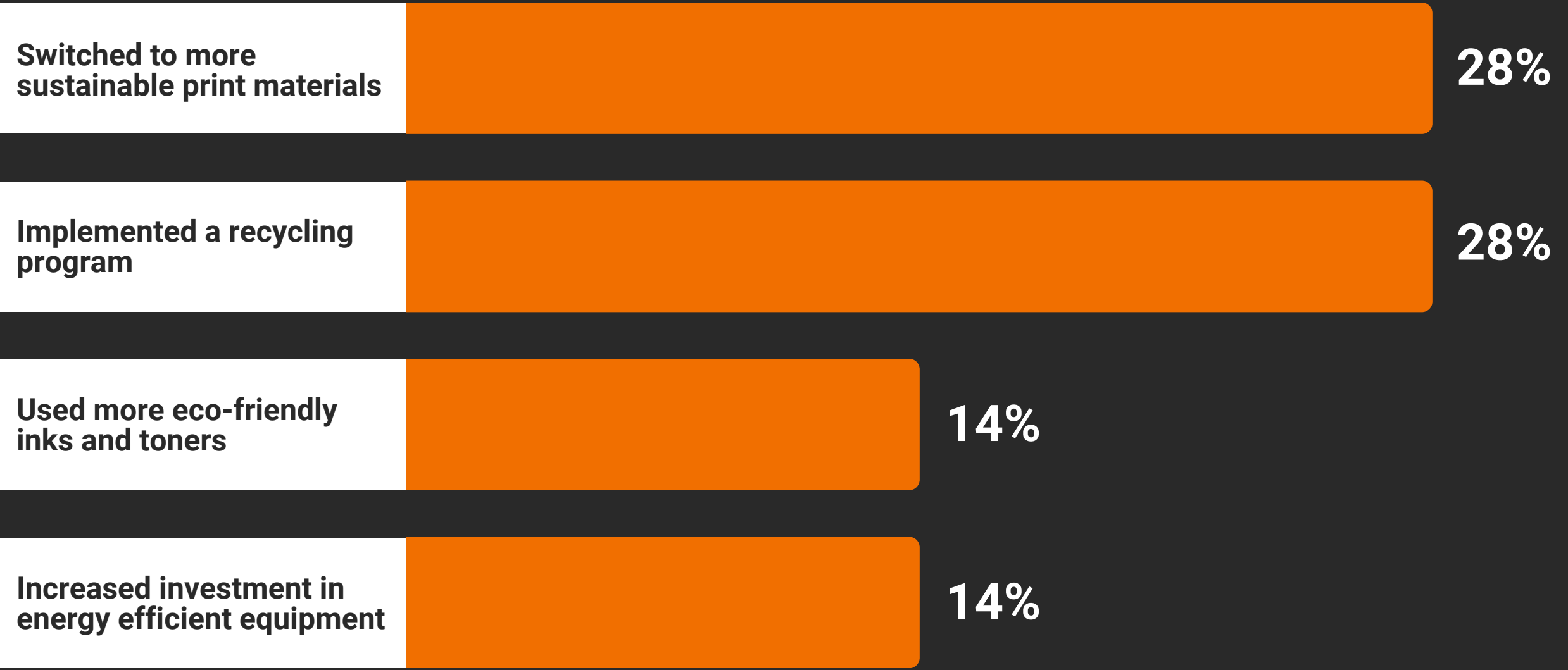


**14% of print businesses have 100% sustainable products**



**21% of print businesses will be carbon neutral within 5 years**

# WHAT ARE BUSINESSES DOING TO IMPROVE SUSTAINABILITY?



**51%**  
**OF PRINT BUSINESSES ARE WORKING ON BECOMING CARBON NEUTRAL**

# FINANCIALS

A hand is shown using a calculator over a laptop keyboard. The background is a blurred office setting with financial documents, including one labeled 'Sales Report' with a line graph. The entire image has a warm, orange-red color overlay.

**86%**

**OF PRINT  
BUSINESSES  
HAVE INCREASED  
THE PRICES THEY  
CHARGE EXISTING  
CLIENTS IN THE  
LAST 12 MONTHS**

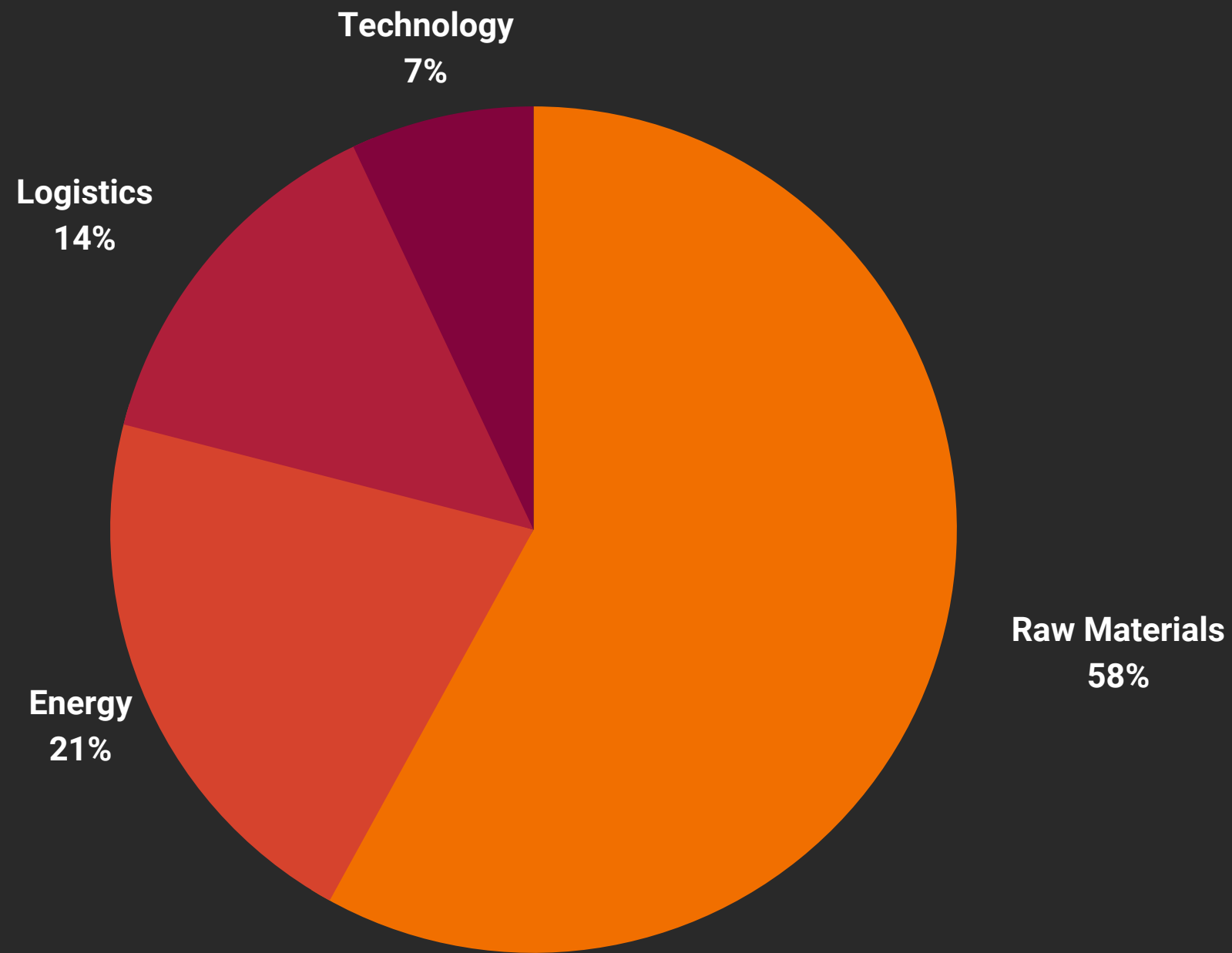
---

**50%**

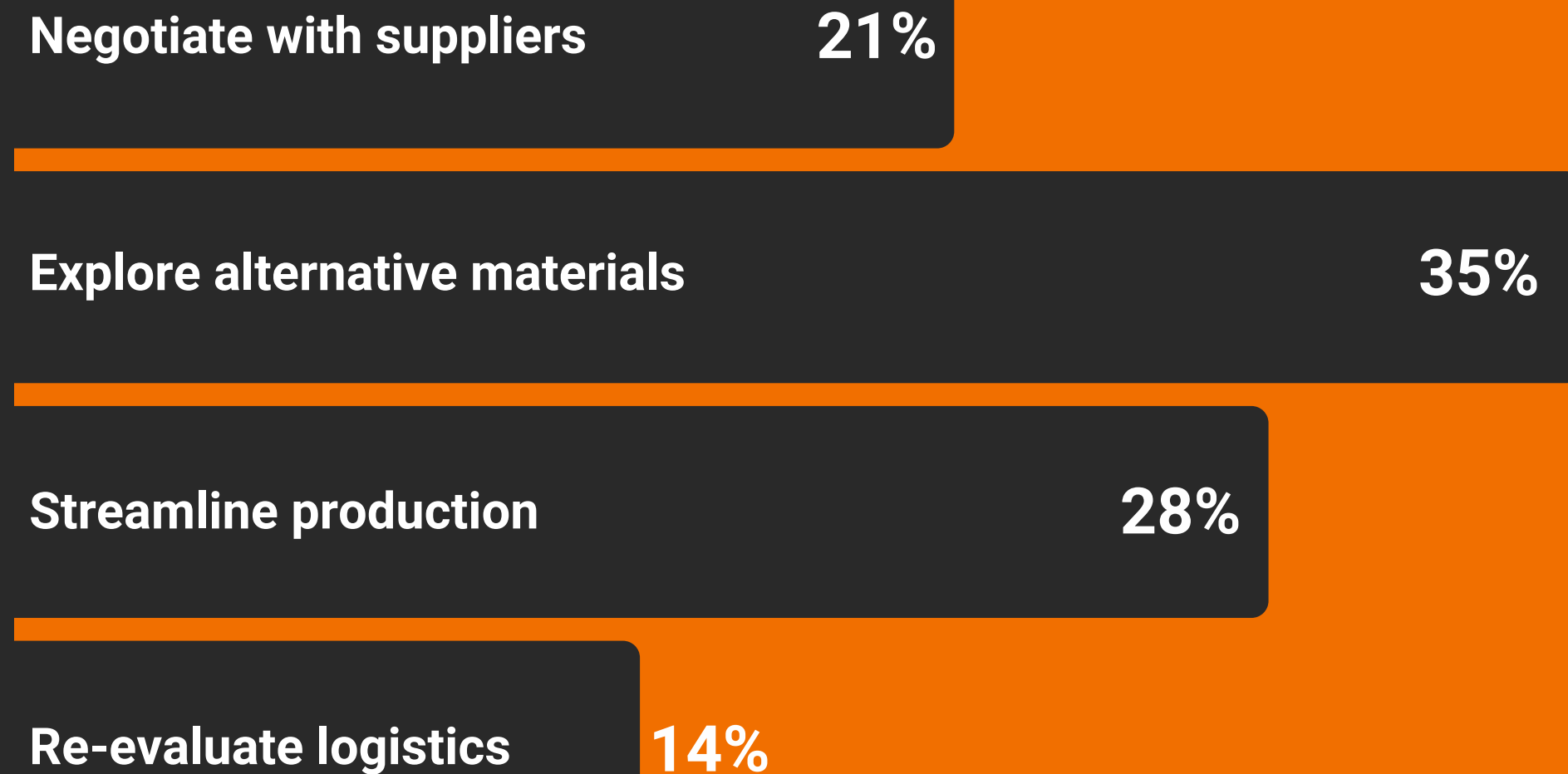
**OF RESPONDENTS  
WHO INCREASED THEIR  
PROFIT LAST YEAR MAKE  
USE OF A CRM SYSTEM**

---

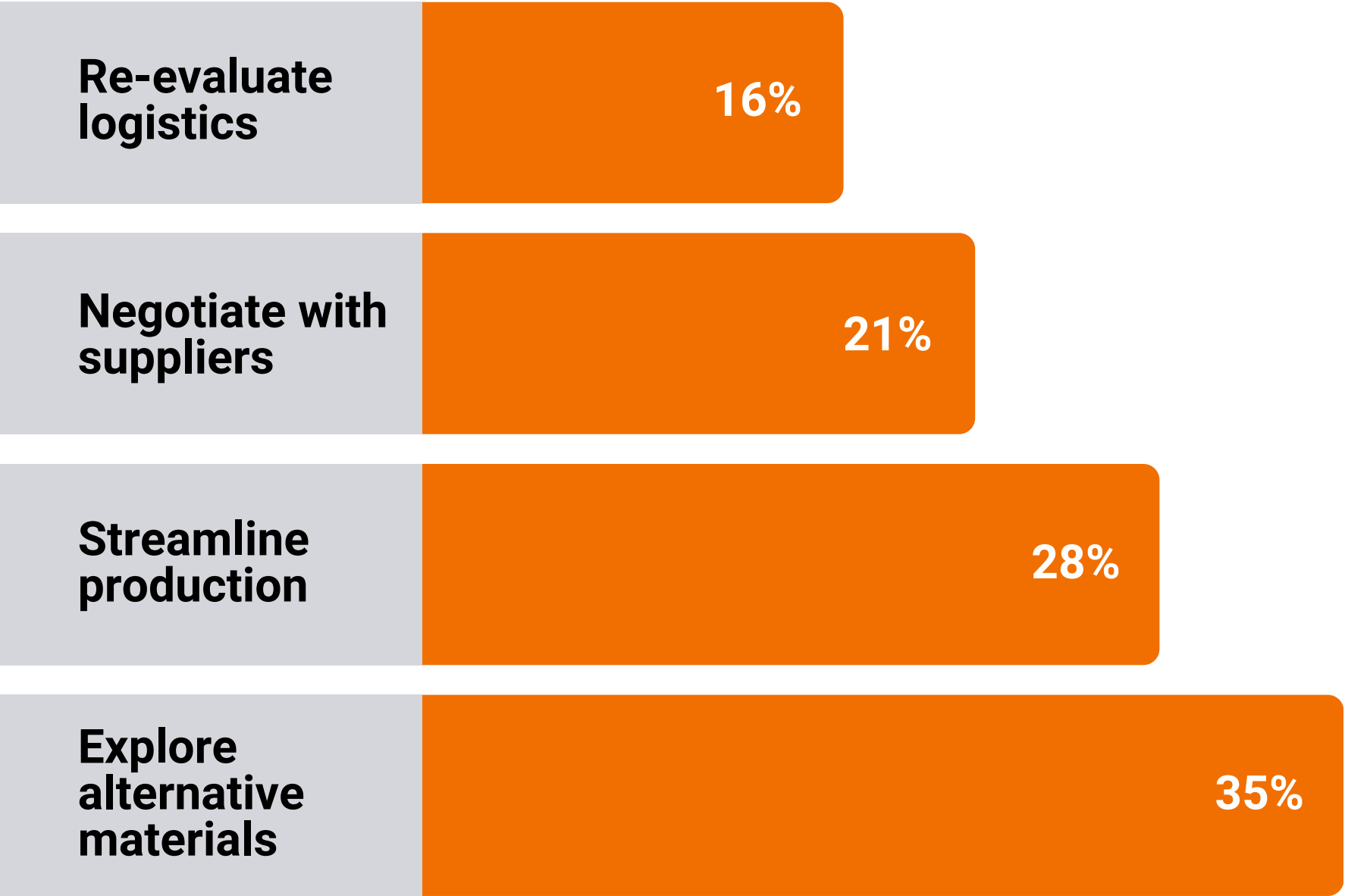
# WHAT HAS BEEN THE COST INCREASE WITH THE GREATEST IMPACT ON BUSINESSES?



# WHAT HAS BEEN THE MOST EFFECTIVE WAY OF RESPONDING TO INCREASED COSTS?



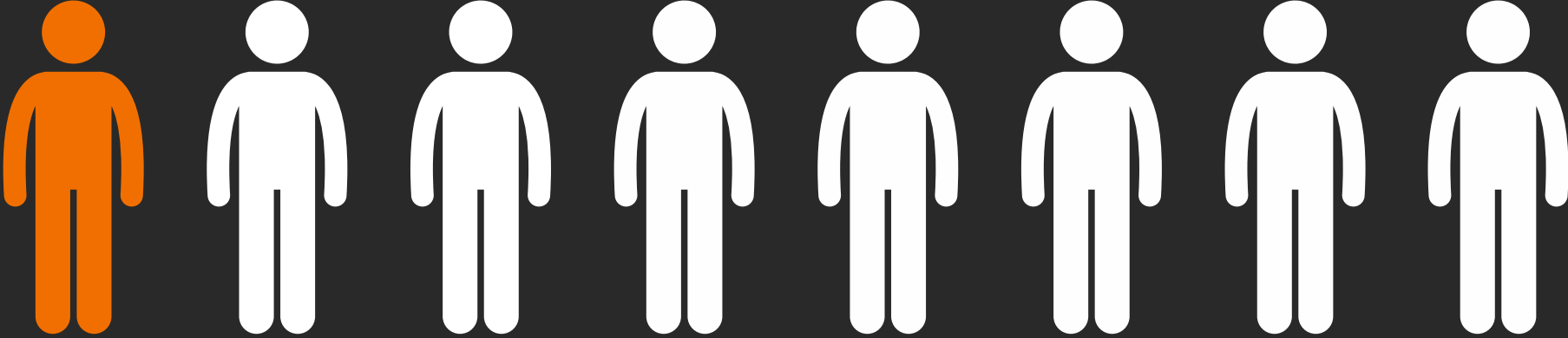
# HOW TO DECREASE YOUR BUSINESS' COSTS



# WHAT IS 1 PIECE OF ADVICE YOUR WOULD GIVE YOUR COMPANY TO BE MORE PREPARED FOR THIS YEAR?

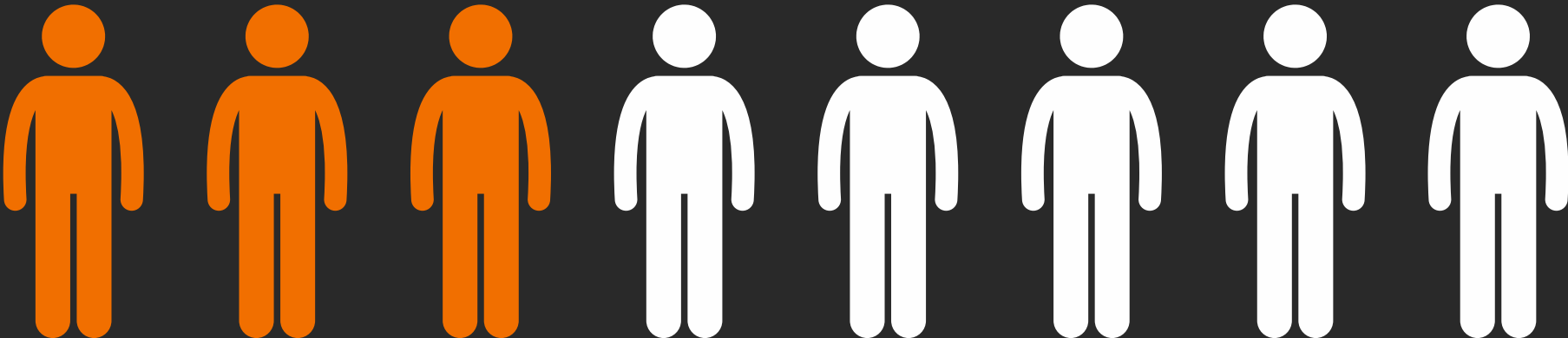
HERE ARE THE TOP 2 ANSWERS TO THIS QUESTION

## INVEST IN DIGITAL MARKETING



1 in 7 businesses said they would invest in digital marketing

## RE-EVALUATE PRICING

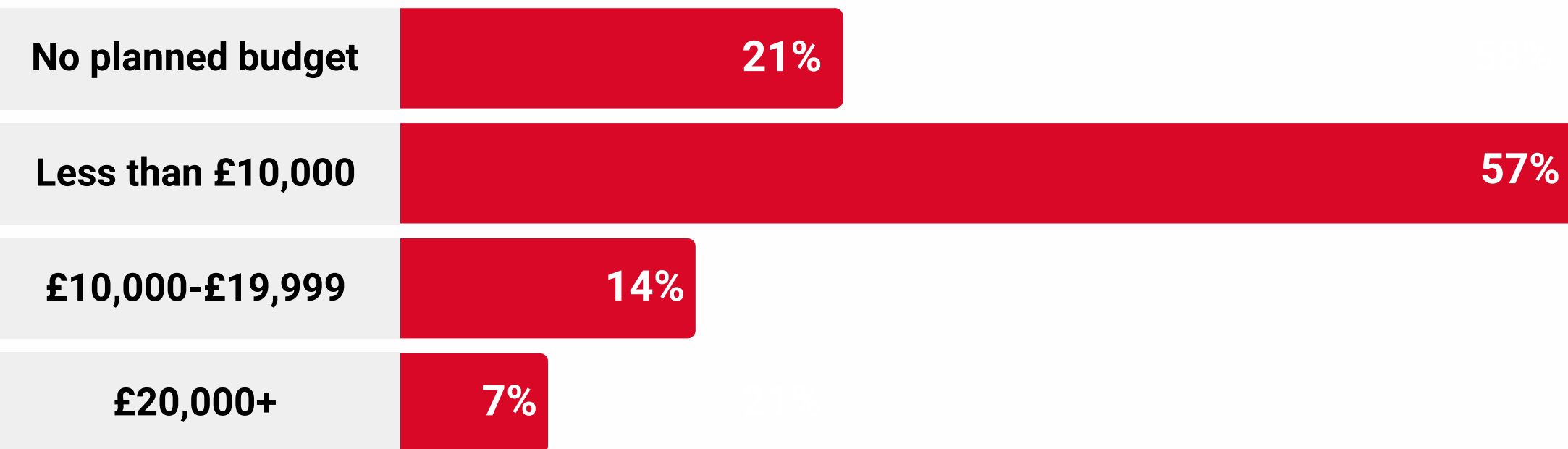


3 in 7 businesses said they would re-evaluate pricing



# SALES AND MARKETING

# YOUR MARKETING BUDGET



**ON AVERAGE  
BUSINESSES  
SPEND 20% OF  
THEIR REVENUE ON  
MARKETING**

**35%  
OF PRINT BUSINESSES RATE  
THEIR CONFIDENCE IN BEING  
ABLE TO GENERATE NEW BUSINESS  
THROUGH MARKETING AT...**

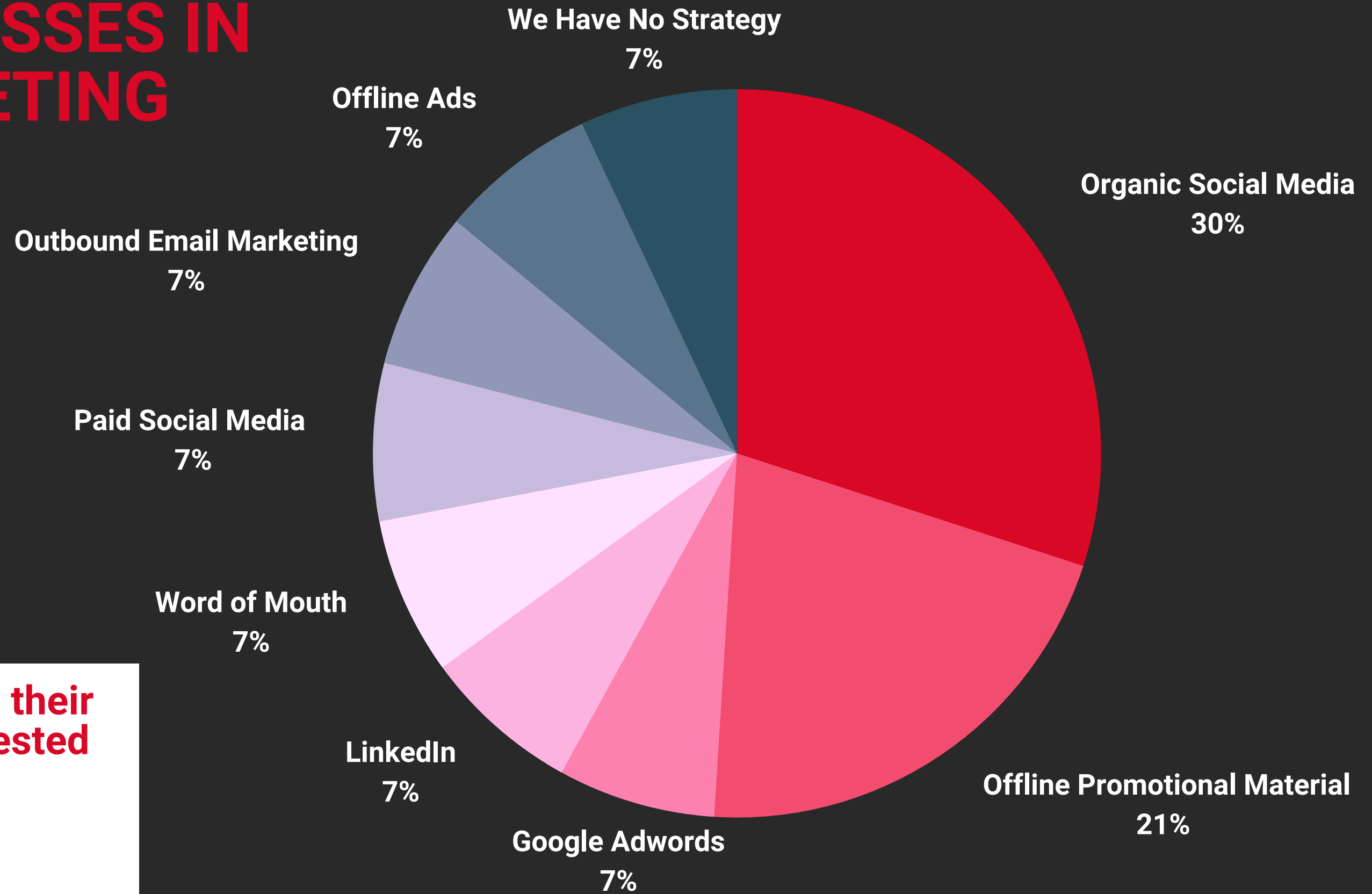


**OUT OF 10\***

\*Only 21% of businesses rate their confidence at 10/10



# MOST USEFUL CHANNELS FOR PRINT BUSINESSES IN SALES AND MARKETING

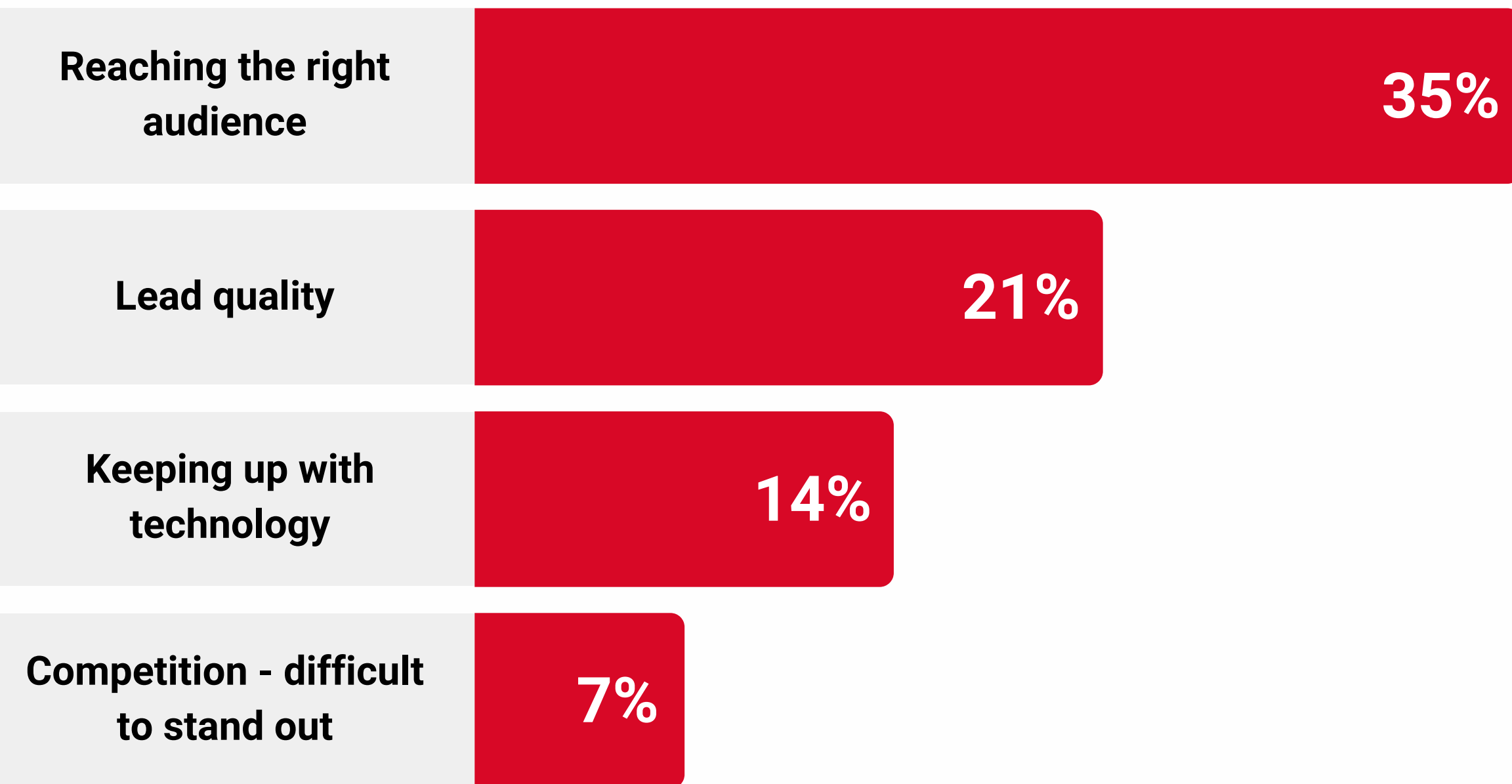


**Print businesses that increased their revenue and profit last year invested highly in:**

- Offline promotional material
- Organic social media
- Paid social media

# THE BIGGEST CHALLENGE FACING THE PRINT INDUSTRY WHEN IT COMES TO MARKETING IS...

## REACHING THE RIGHT AUDIENCE



### HOW TO OVERCOME THIS?

#### KNOW YOUR NICHE

Knowing what your company specialises in is the best way to create an effective message.

#### FIND THE RIGHT PLATFORM

Knowing where your audience spends most of their time (social media for example) is the best way of reaching them.

#### THE RIGHT MESSAGE

Knowing how to relate to your audience will help you to convey your message in the right way.

# GROWTH



**57% OF PRINT BUSINESSES  
HAVE SEEN AN INCREASE IN  
THEIR REVENUE IN  
THE LAST YEAR**

**THESE BUSINESSES ALSO...**



**✓ SPENT 20% OF THEIR REVENUE ON MARKETING**

**✓ USED A CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM**

**✓ INCREASED THEIR PRICES BETWEEN 0-10%**

**28% OF PRINT BUSINESSES  
HAVE SEEN AN INCREASE IN  
THEIR PROFIT IN  
THE LAST YEAR**

**THESE BUSINESSES ALSO...**

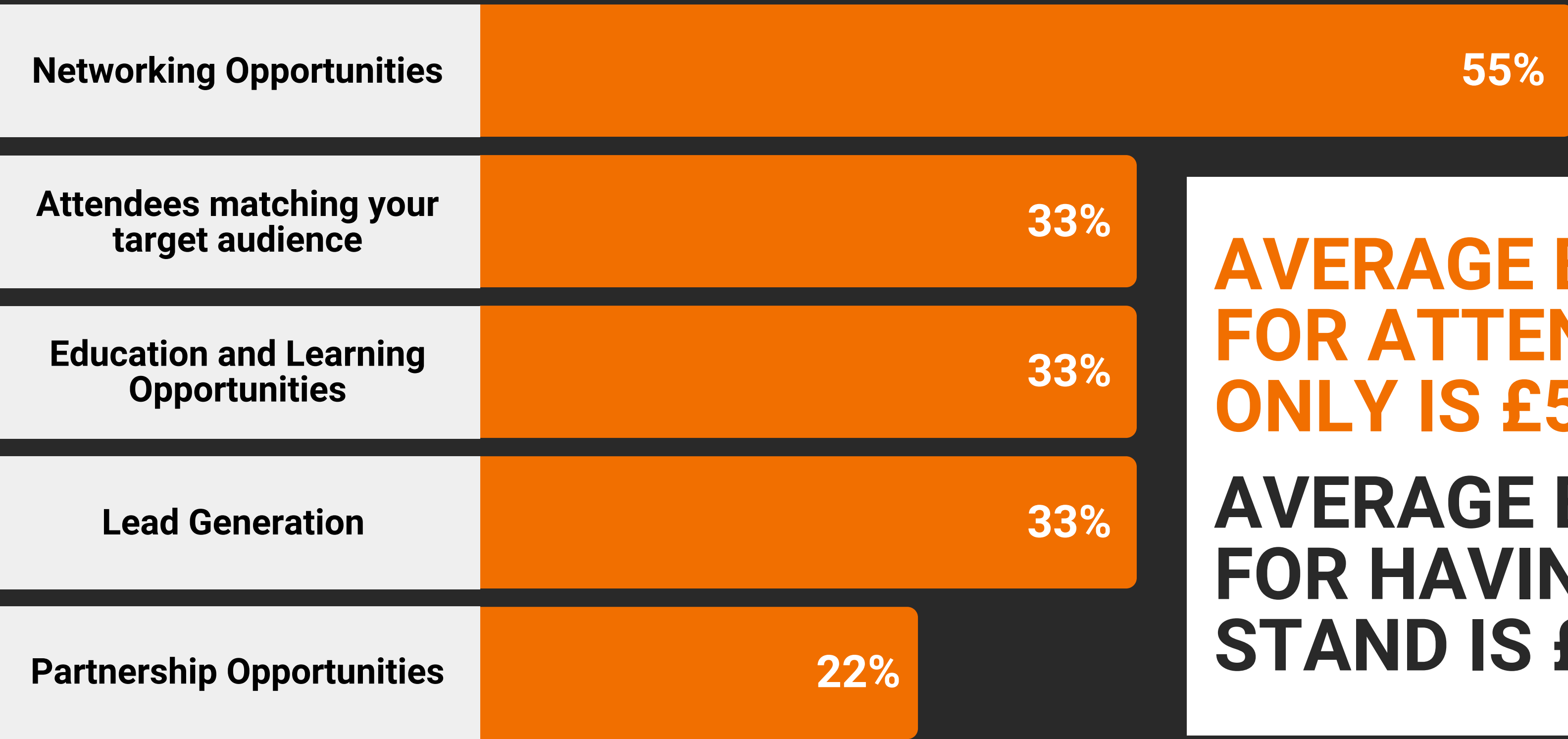


- ✓ INCREASED THEIR PRICES FOR NEW & EXISTING CUSTOMERS**
- ✓ NEGOTIATED WITH SUPPLIERS TO REDUCE COSTS**
- ✓ PLAN TO GROW THEIR TEAM IN THE NEXT YEAR**

# EXHIBITIONS AND TRADESHOWS



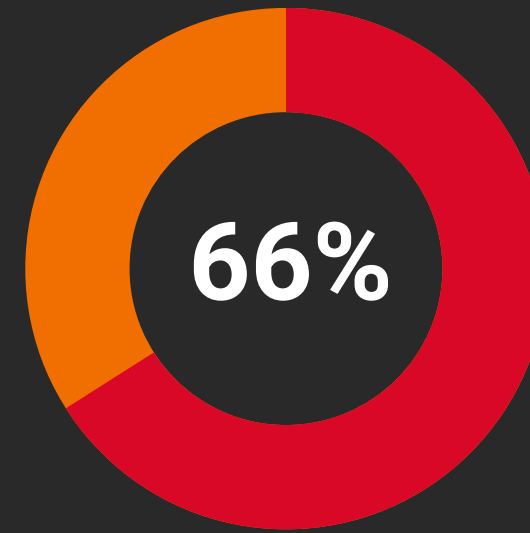
# THE KEY THINGS PRINT BUSINESSES LOOK FOR AT TRADESHOWS/EXHIBITIONS



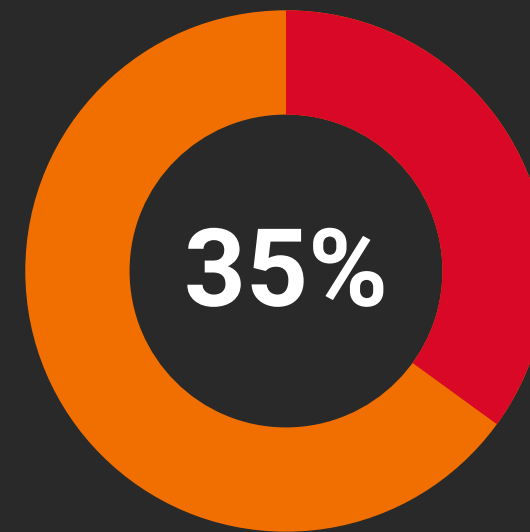
**AVERAGE BUDGET FOR ATTENDANCE ONLY IS £5K**

**AVERAGE BUDGET FOR HAVING A STAND IS £10K**

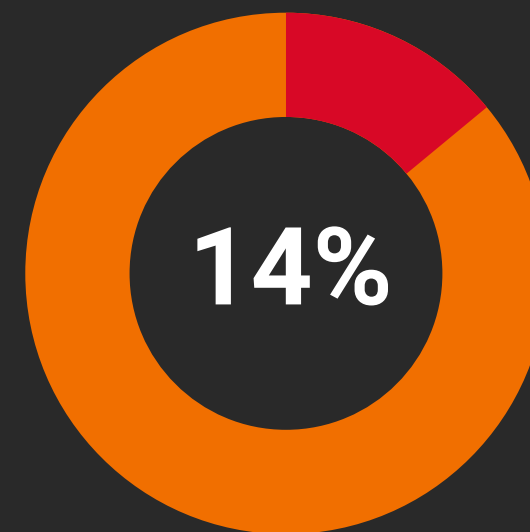
**64% OF PRINT  
BUSINESSES USE  
TRADESHOWS &  
EXHIBITIONS FOR  
NETWORKING,  
SALES AND  
MARKETING**



**66% of businesses will attend 3 or more trade shows/exhibitions this year**



**35% of businesses do not attend trade shows and exhibitions**



**14% of businesses will have a stand at trade shows/exhibitions this year**

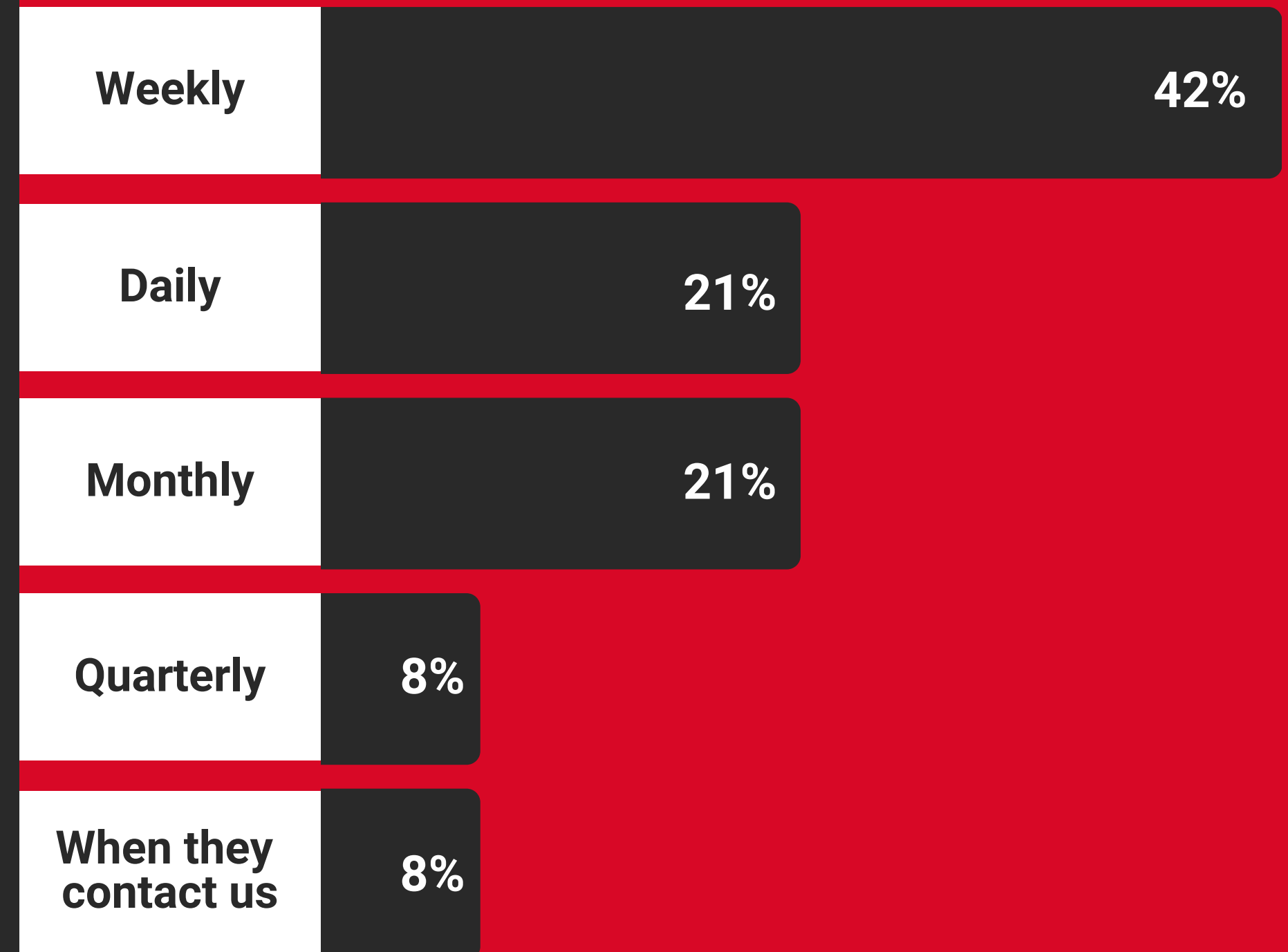




**YOUR  
CUSTOMERS**

**64% OF**  
RESPONDENTS SAID THAT  
**QUALITY**  
IS MOST VALUABLE TO  
THEIR CLIENT BASE

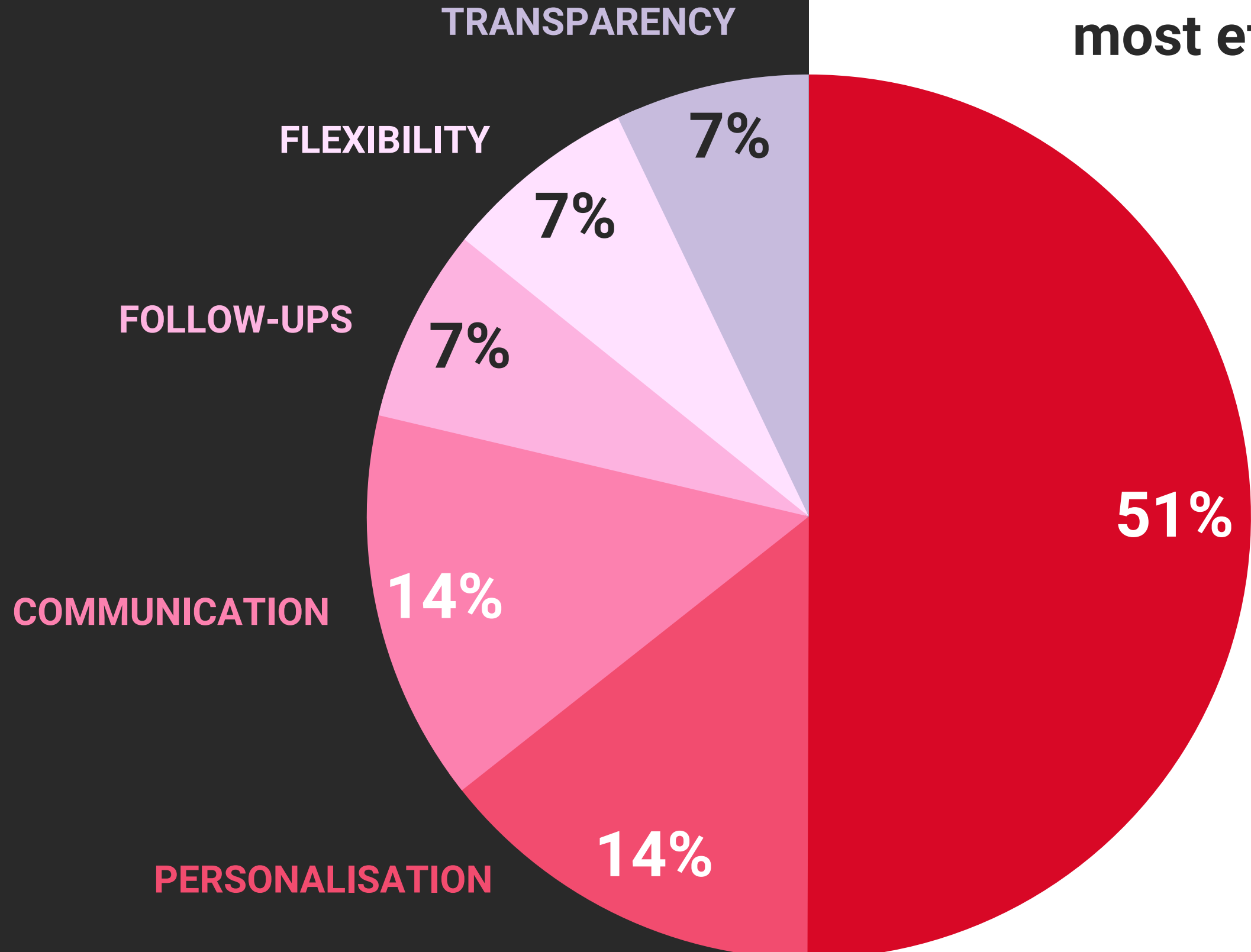
## HOW OFTEN DO YOU COMMUNICATE WITH YOUR KEY CLIENTS?



**WHAT IS THE MOST EFFECTIVE WAY TO BUILD A STRONG CLIENT RELATIONSHIP?**

# RELIABILITY

**Half of our respondents said that reliability and following through on promises is the most effective way to build a strong client relationship**





SOYANG EUROPE

# CONTACT US

Please contact us to book your demonstration. Come and see us at Soyang Europe's HQ in Accrington, Lancashire

Telephone: +44 (0)161 765 3400

Email: [sales@soyang.co.uk](mailto:sales@soyang.co.uk)

[www.soyang.co.uk](http://www.soyang.co.uk)