



SOYANG EUROPE

# 2025 Print Industry Report

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Print industry report compiled of responses from print industry leaders

**Produced By: Soyang Europe**

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# 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.

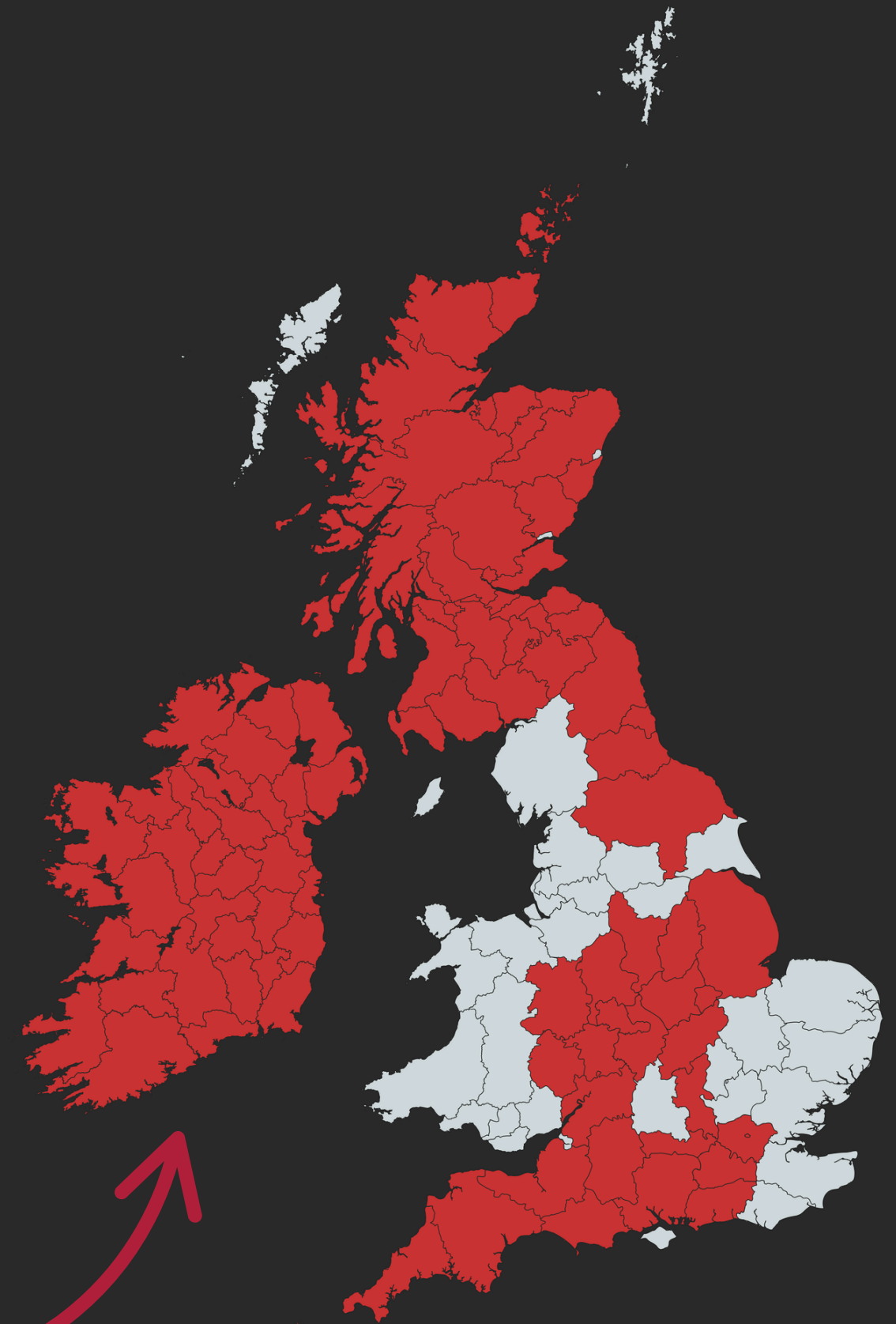
Additionally, through the acquisition of Josero, Soyang is now a supplier of leading-edge wide and superwide format print production hardware solutions from many of the industry's biggest and best-known printer brands.

## 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.

## WHO ANSWERED THE SURVEY?

Businesses from across the UK have taken part in our Print Industry Survey this year. As well as businesses from Hungary, Turkey, Pakistan, India, the Netherlands, Uganda and South Africa.



# 2025 HEADLINES



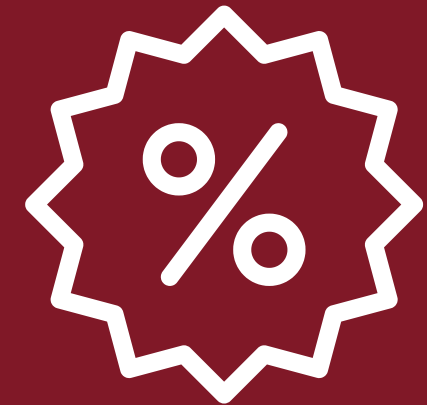
## ORGANIC SOCIAL MEDIA IS THE MOST USEFUL CHANNEL

44% of businesses stated that organic social media is the most useful channel in their sales and marketing strategy



## MARKETING BUDGETS ARE INCREASING

73% of businesses that have increased their profit in the last year are planning to increase their marketing budget next year



## DISCOUNTS ARE BECOMING LESS POPULAR

56% of businesses would hardly ever or never discount their offering without also reducing the scope of the project



# YOUR BUSINESS

A hand in a white sleeve points at a business chart on a desk. The chart includes a bar graph with categories like 'Lazada', 'Diet Nutrition', 'Beauty Clinic', 'Customer', 'Barbers', 'Pharmacy', and 'Hotel'. A line graph with red and blue lines is also visible. The entire image has a red-orange overlay. The text 'YOUR BUSINESS' is written in large white letters on the left side.

# THE BIGGEST CHALLENGES FACING PRINT BUSINESSES ARE...

**1** WINNING NEW BUSINESS

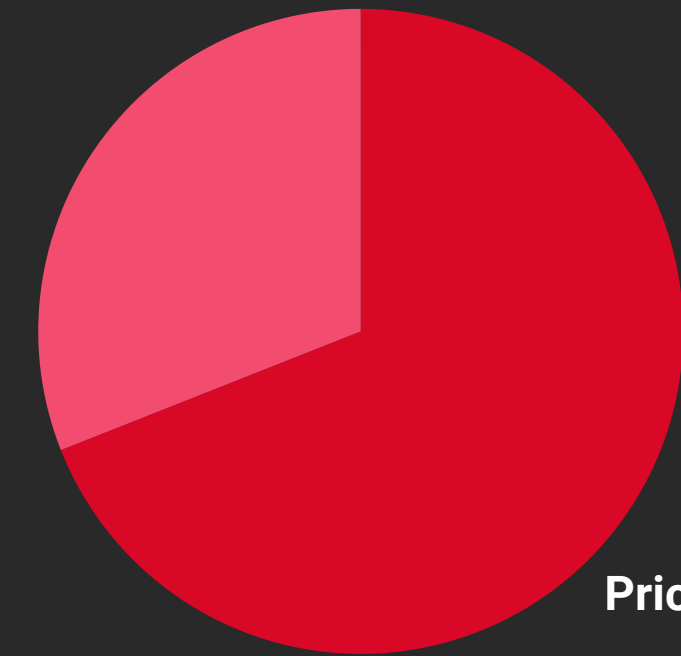
**2** PROFITABILITY

**3** RECRUITMENT

**4** RETAINING TALENT

## HOW TO IMPROVE PROFITABILITY

Pricing Stayed The same  
31%



Pricing Increased  
69%

### BUSINESSES THAT INCREASED THEIR PROFIT ALSO:

- Have a planned marketing spend (88%)
- Upgrade their hardware at frequent intervals (70%)
- Plan to grow their team (76%)

[Read our article on how to price your print packages](#)

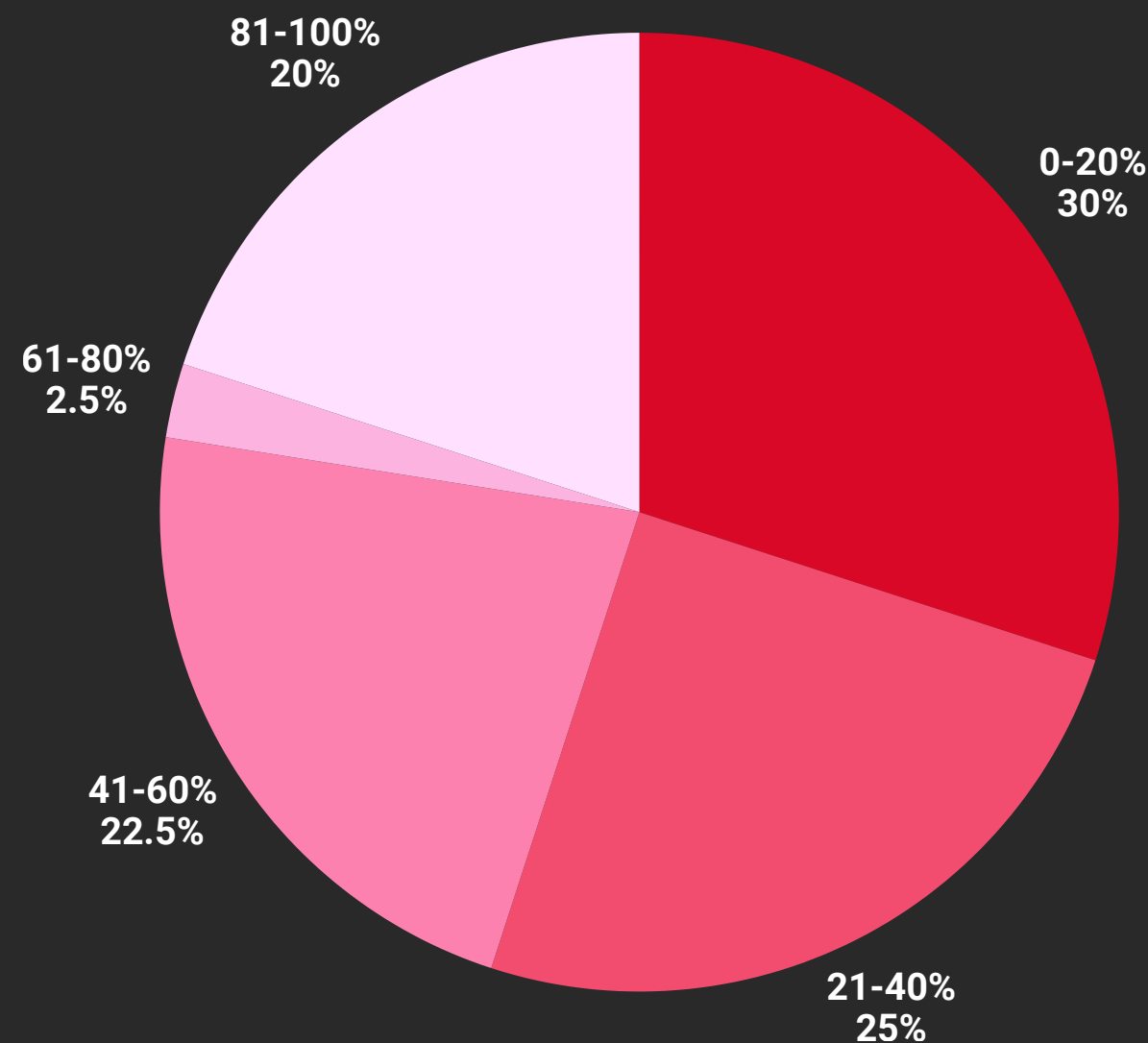




# SUSTAINABILITY



# WE ASKED YOU WHAT % OF YOUR PRODUCTS ARE CONSIDERED SUSTAINABLE



# HOW ARE PRINT BUSINESSES RESPONDING TO THIS DEMAND?



75% of businesses are working towards becoming carbon-neutral (25% decrease YoY)



45% of print businesses have made over half of their products sustainable (7% increase YoY)



42% of print businesses will be carbon neutral in the next 5 years (12% decrease YoY)

## A Quote from Fujifilm

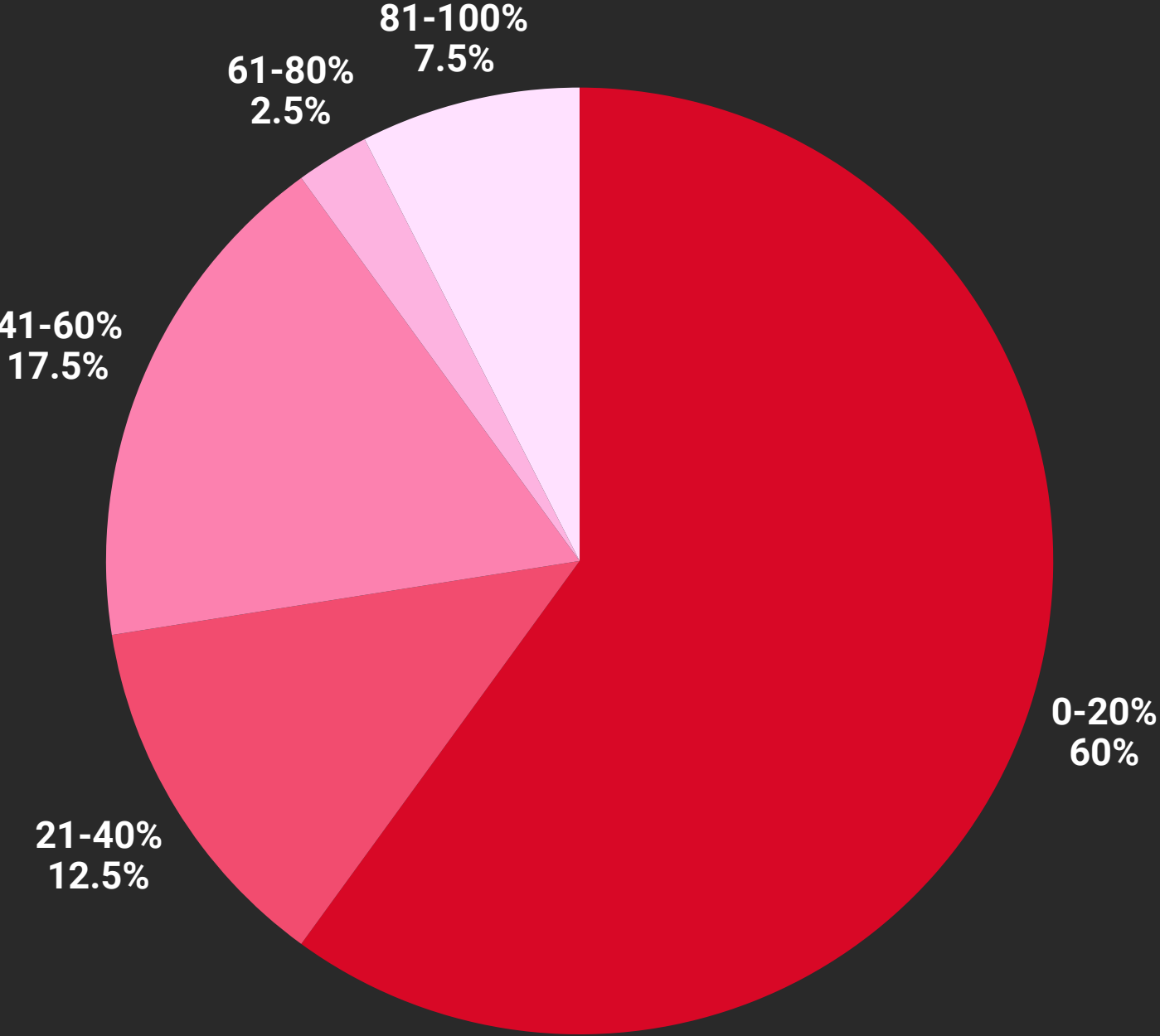


Sustainability is obviously a key concern with both our customers, and our customers' customers. I don't believe this is going to disappear any time soon; in fact, it will become increasingly more important. Productivity is also crucial. Turnaround times are becoming tighter, putting more stress onto business owners.

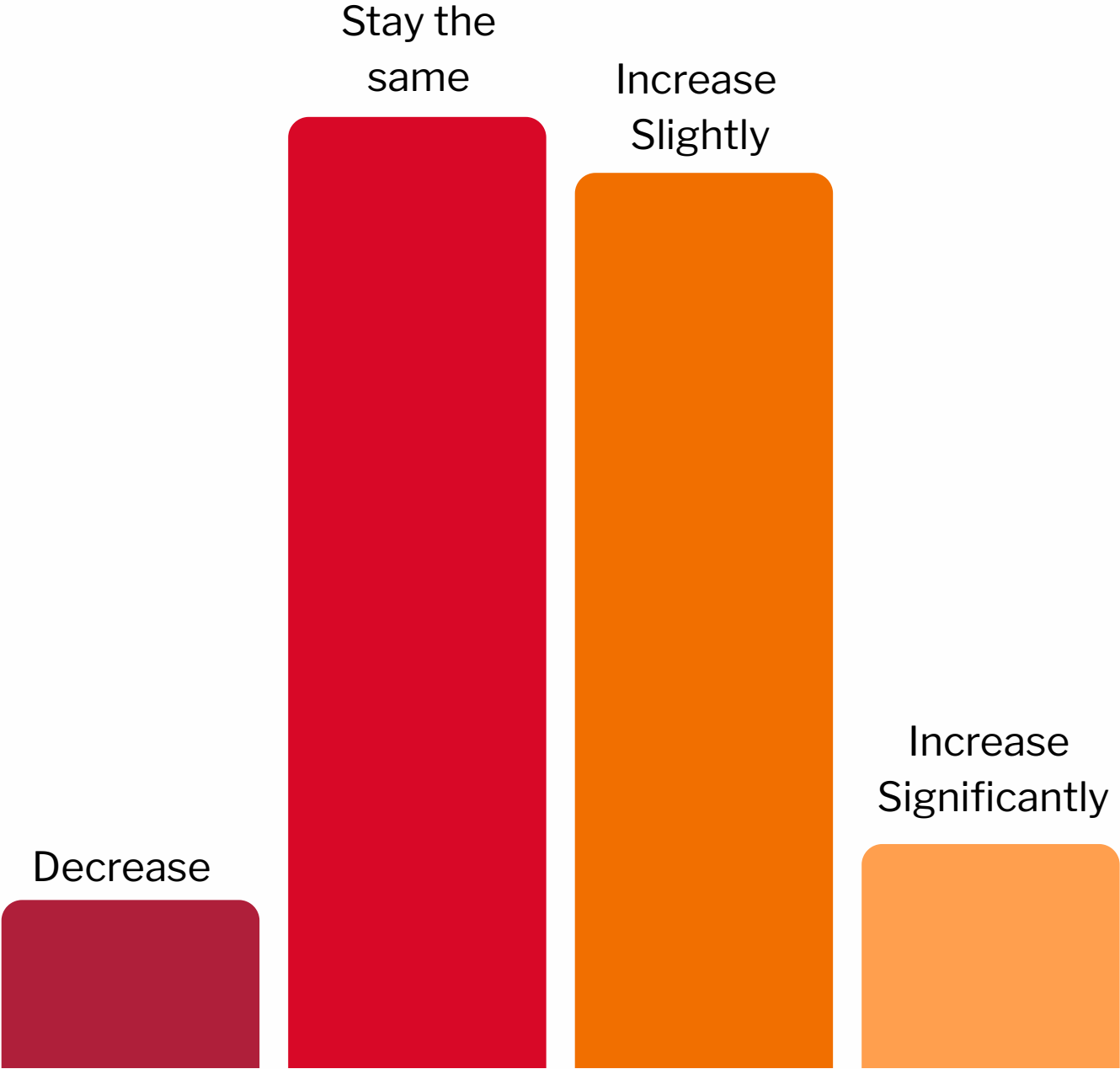




# WE ASKED YOU WHAT % OF YOUR CUSTOMERS ARE REQUESTING SUSTAINABLE PRODUCTS



# 50% OF PRINT BUSINESSES EXPECT THE PROPORTION OF SUSTAINABLE WORK TO INCREASE IN THE NEXT 12 MONTHS



# WHAT ARE BUSINESSES DOING TO IMPROVE SUSTAINABILITY?



Implement Recycling Program

25%

Use More Sustainable Print Materials

25%

Use More Eco-Friendly Inks and Toners

15%

10%

OF PRINT BUSINESSES  
PRODOMINANTLY\* USE  
PVC-FREE/RECYCLED  
MATERIALS (6.5%  
INCREASE YOY)

\*76%+ of their work uses PVC-free or recycled materials



# FINANCIALS





# 70%

OF PRINT BUSINESSES  
HAVE INCREASED THE  
PRICES THEY CHARGE  
CUSTOMERS IN THE  
LAST 12 MONTHS

DOWN 1% FROM LAST YEAR

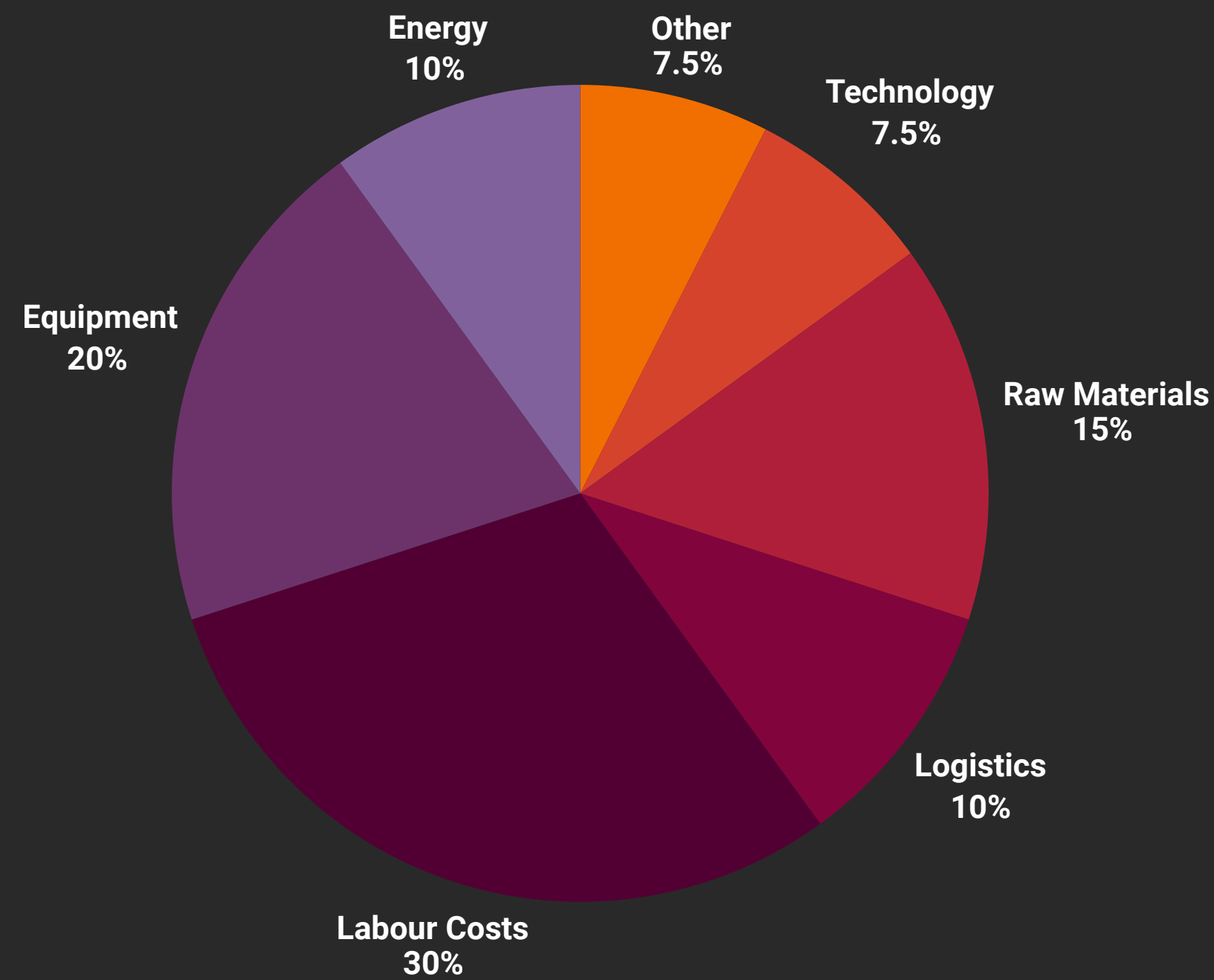
# 94%

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

UP 34% FROM LAST YEAR



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



# What has been your most valuable resource over the last year with the increasing costs of manufacturing?

Streamline production 22%

Explore alternative materials 17%

Reduce inventory 15%

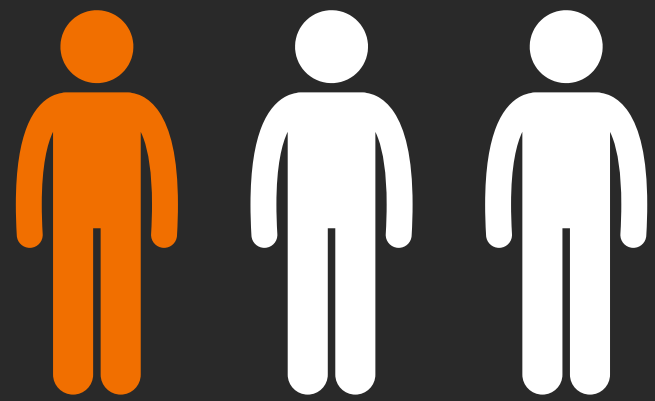
Optimising Utilities 12%

34% Other including: changing suppliers, diversifying product mix, negotiating with suppliers, increasing prices & changing suppliers

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

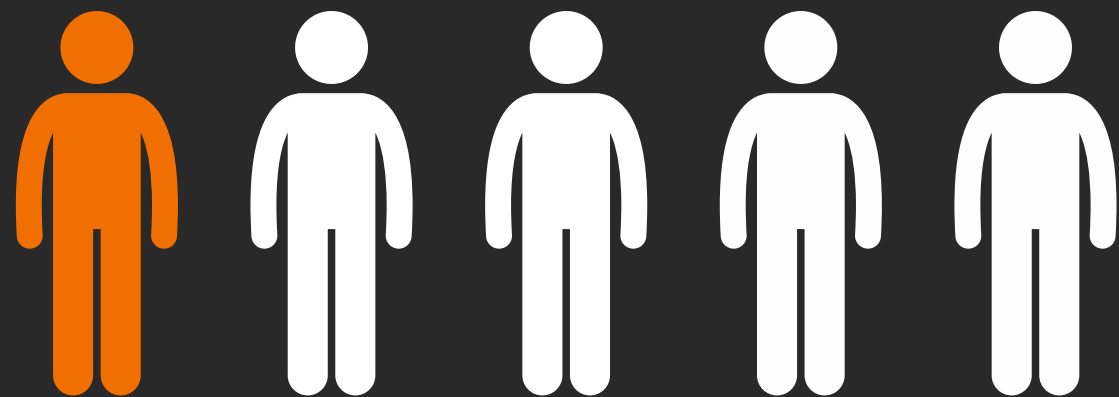
HERE ARE THE TOP 2 ANSWERS TO THIS QUESTION

## INVEST IN NEW EQUIPMENT/SOFTWARE



1 in 3 businesses said they would diversify their product or service offerings

## IMPROVE EFFICIENCY



1 in 5 businesses said they would invest in new printing technology and equipment





# **SALES AND MARKETING**



# YOUR MARKETING BUDGET



**ON AVERAGE  
BUSINESSES  
SPEND 14% OF  
THEIR REVENUE  
ON MARKETING**

6% DECREASE FROM 2024 REPORT

**ON AVERAGE, PRINT  
BUSINESSES RATE THEIR  
CONFIDENCE IN BEING ABLE TO  
GENERATE NEW BUSINESS  
THROUGH MARKETING AT...**

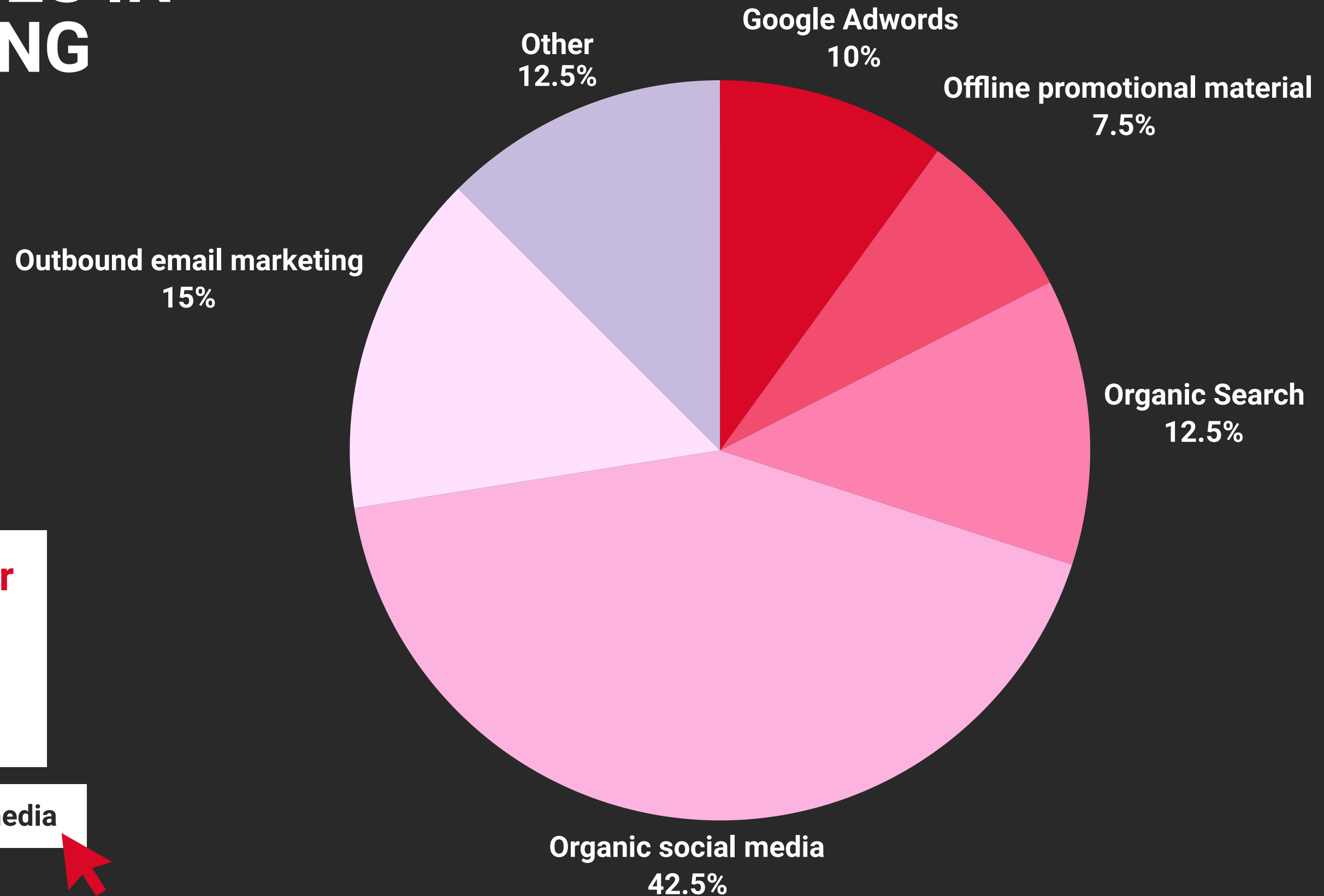


**OUT OF 10\***

\*Only 22% of businesses rate their confidence at 10/10



# MOST USEFUL CHANNELS FOR PRINT BUSINESSES IN SALES AND MARKETING



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

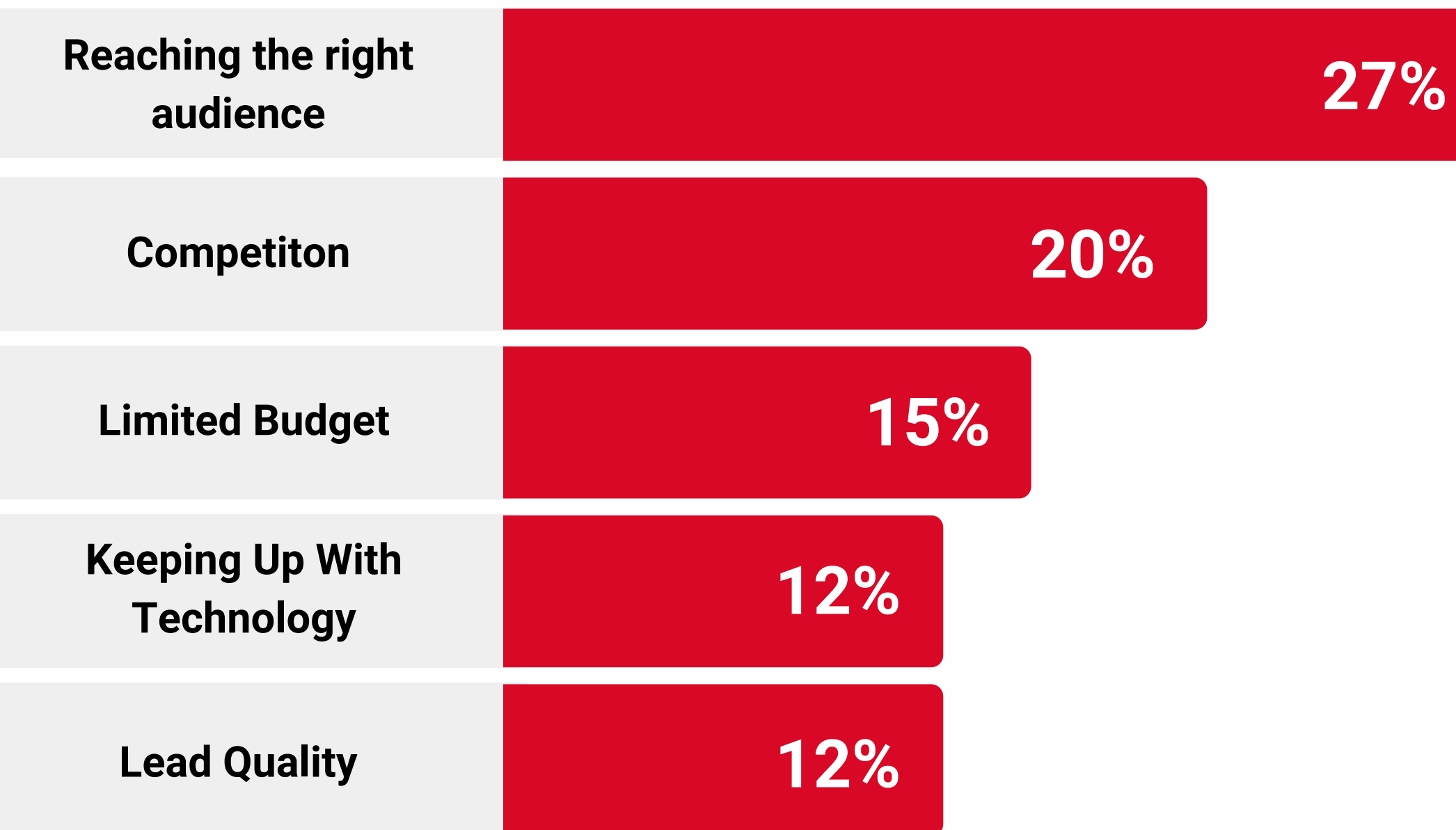
- Organic social media
- Outbound email marketing

Read our blog on harnessing the power of social media



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

## REACHING THE RIGHT AUDIENCE



Read our blog how to win and retain new customers in the print industry







# EQUIPMENT, TECHNOLOGY & MEDIA



# WHAT PRINT TECHNOLOGIES DO YOU CURRENTLY RUN IN-HOUSE?

Technology	% of Respondents
Finishing (cutting, laminating, sewing, welding)	67.50%
Eco-Solvent	50.00%
UV Flatbed	35.00%
Dye-Sublimation (transfer)	30.00%
UV Roll-to-Roll	30.00%
Screen Print	17.50%
Latex	17.50%
Dye-Sublimation (direct-to-fabric)	15.00%

## INSIGHTS

- The dominant technologies are Finishing, Eco-Solvent, UV, and Dye-Sub.
- Screen Print, Latex, and Dye-Sub Direct make the cut as mid-tier technologies.
- The distribution is still heavily weighted toward multi-technology shops, especially those combining UV, Eco-Solvent, and Finishing.

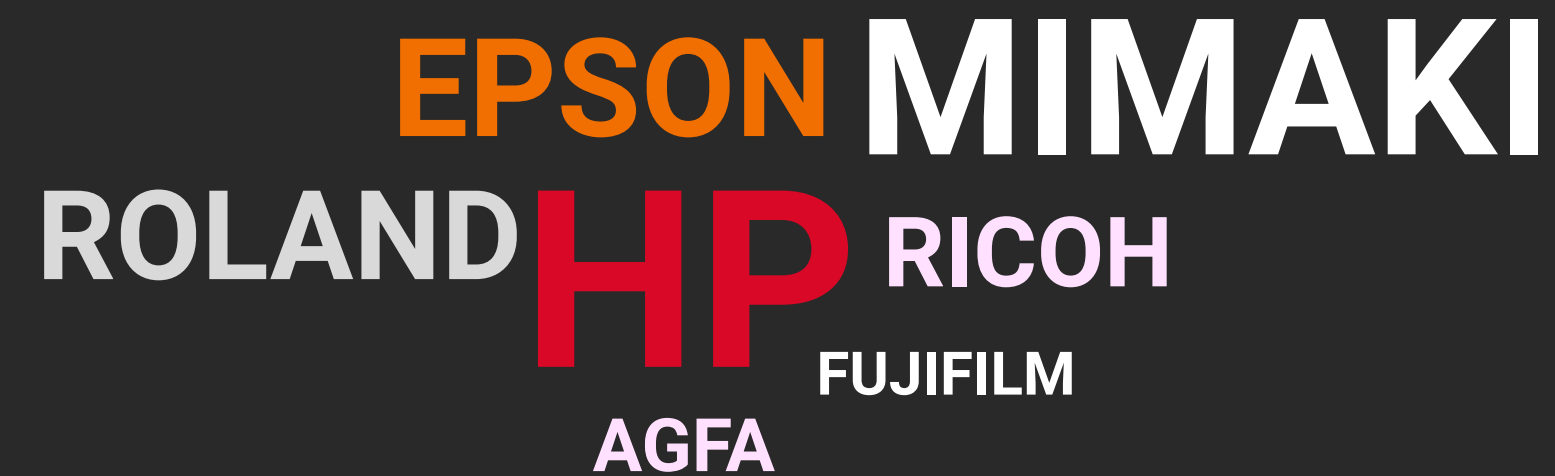
### A Quote from Keencut

How have finishing requirements changed compared to 3–5 years ago?

“New materials and applications continue to emerge, demanding higher levels of precision and quality in finishing. At Keencut, we work closely with leading material suppliers and our customers to ensure our cutters deliver the best results across all substrates. At the same time, sustainability pressures mean reducing waste and increasing speed are just as important—without compromising on quality or safety.”



# WHICH PRINTER BRANDS ARE CURRENTLY IN USE AT YOUR SITE?



Mimaki 25%, HP 22%, Epson 20%, Roland 12%, Ricoh 9%, Fujifilm 6%, Agfa 6%

# HOW OFTEN DO YOU CONSIDER UPGRADING OR ADDING NEW HARDWARE?



# IF YOU COULD GIVE UK PRINTERS ONE PIECE OF ADVICE ABOUT INVESTING FOR THE NEXT 3-5 YEARS, WHAT WOULD IT BE?

## Fujifilm

Look at the whole package on offer, not just the box. When you're buying a piece of equipment, you're buying into the brand, the service, the ink and its people. Make sure the package you're buying into is one you want to make as a long-term investment and one that fits in with the future strategy of your business.

## Hybrid

Assess your existing equipment and explore its full potential – are there untapped applications or materials you could be printing onto? Speak to your media supplier for advice and consider whether new substrates or technologies could open fresh revenue streams. Sometimes the opportunity is not just in new equipment, but in using what you already own more creatively.

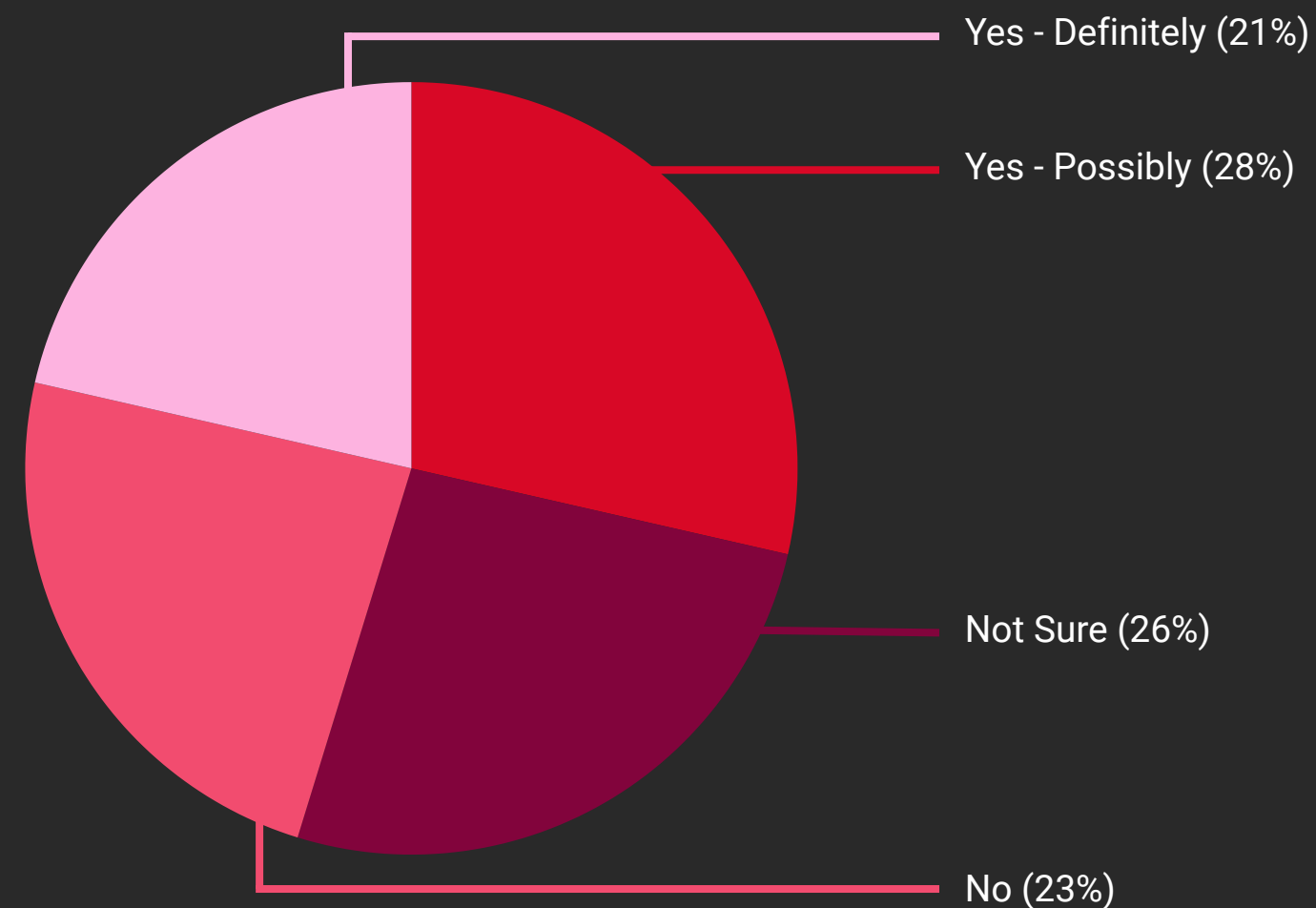
## Jetrix

Embrace automation and sustainability. Those who invest in integrated workflows, energy-efficient hardware, and eco-certified materials will remain competitive, reduce costs, and meet the evolving demands of their customers.

## Keencut

Invest in a cutting machine that is versatile, reliable, and fast. The ability to finish a wide range of materials with perfect quality is essential—not only for meeting current needs but also for unlocking new business opportunities. Features such as one-pass ACM cutting can be transformative. Above all, consider workflow efficiency and reliability: your cutter should always be ready, with no downtime, so nothing slows production.

## DO YOU EXPECT TO INVEST IN ADDITIONAL HARDWARE IN THE NEXT 12 MONTHS?



## IF YES, WHICH CATEGORIES?

Roll-to-roll printers - 40%  
Flatbed printers - 33%  
Laminators/coating systems - 26%  
Finishing/cutting systems - 23%  
Textile/dye-sub printers - 16%  
Superwide (3m+/5m+) printers - 14%

### What are the most common issues customers approach Keencut with when upgrading finishing equipment?

Many come to us frustrated with handheld blades slipping, inconsistent results, excess waste, or the need for extra finishing processes. Others face the costs and delays of outsourcing cutting, including long lead times, wasted materials, added storage requirements, and extra admin—ultimately meaning less control over production. The key concerns are safety, speed and quality – everything a Keencut machine addresses.

### What are the most common challenges UK customers raise with InkTec/Jetrix?

The top concerns are typically:

- Running costs, particularly ink and energy consumption.
- Productivity, as PSPs seek to deliver faster turnaround without compromising quality.
- Operator Training, where user-friendly systems and strong training resources are vital.
- Financing, as accessible leasing or investment models play an increasingly important role.

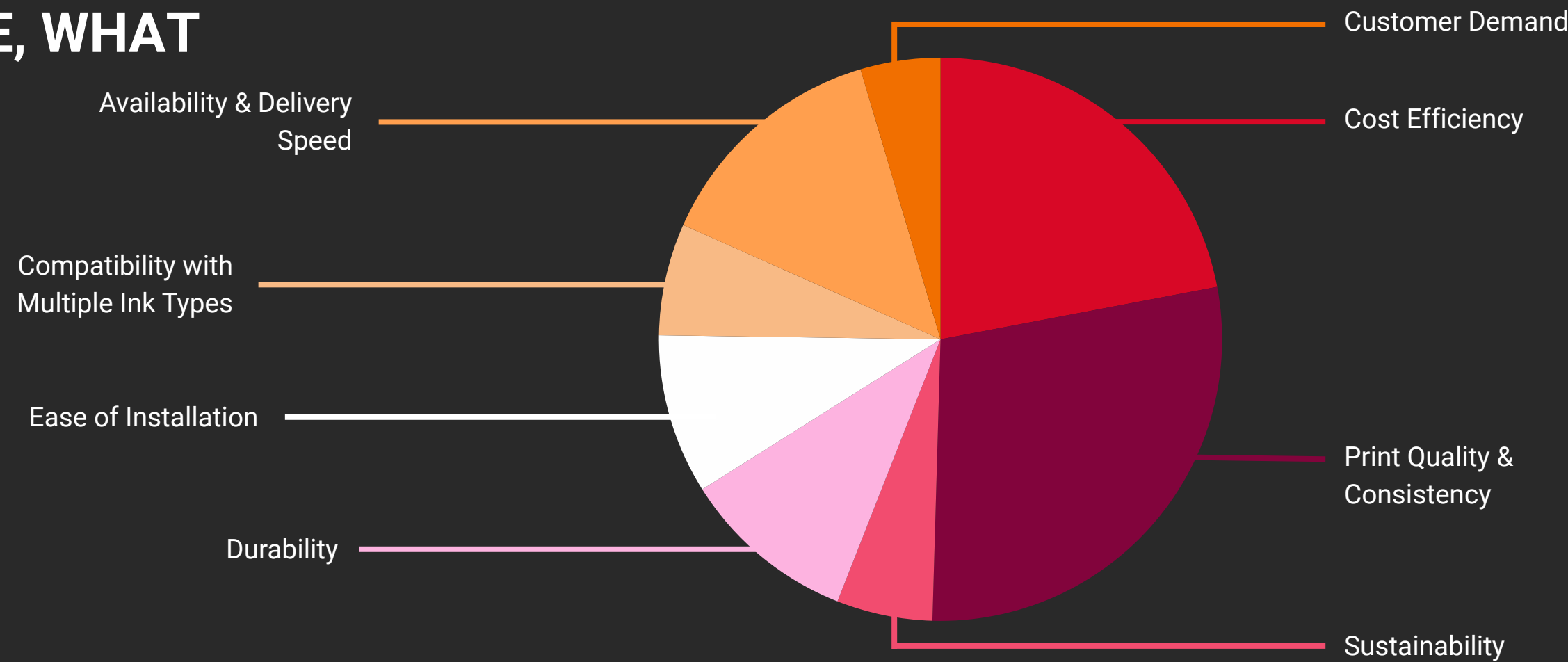
### Do customers typically invest in Mimaki equipment to expand into new applications, increase productivity, or replace ageing hardware?

Hybrid's experience shows it's often all three: expanding into new applications, boosting productivity, and replacing ageing hardware. Mimaki's innovative solutions often allow early adoption of new technologies, deliver significant productivity gains relative to investment cost, and are frequently supported by popular trade-in programmes.

### What are the most common challenges Fujifilm hear from UK printers considering new hardware investment? (e.g. financing, training, ROI, labour shortages)

I believe ROI is a big one. When a customer invests in new technology, they want to know they are going to make their money back. These machines are there to print money essentially. We look to see if we can help customers become more efficient and improve profit margins. Labour shortage is a big concern for many companies out there as it's harder to find skilled staff. It's the manufacturer's role to make these machines easier to use and automate as much as we can, so these labour concerns become less crucial.

# WHEN CHOOSING A SUBSTRATE, WHAT ARE YOUR TOP PRIORITIES?



## A Quote from Jetrix, Fujifilm & Hybrid

### How do Jetrix printers balance the trade-off between high productivity and affordability?

Our printers are engineered with advanced print head technology, optimised ink systems, and modular architecture. This allows customers to achieve production-level speeds with uncompromised image quality while benefiting from reduced ink consumption, lower energy usage, and streamlined maintenance. The result is a highly productive system with an attractive total cost of ownership.

### Which applications (textiles, signage, décor, industrial, packaging) are Hybrid seeing the strongest demand for?

Demand spans the full spectrum of Mimaki’s capabilities, with sign and display, and the personalisation sector consistently showing strong growth. Recent new product launches, including the JV and CJV200 solvent printer and integrated printer/cutter models, TS330-3200DS grand format dye sublimation system the new and UV DTF model, have reinforced this trend, enabling customers to produce high-quality graphics at scale and expand into new market segments.

### What roles do Aquafuze inks from Fujifilm play in reshaping roll-to-roll production?

Aquafuze ink is really shaking things up. It is taking the positives from other ink technologies and combining them into one water-based ink technology. What isn’t to love about that? What's really exciting is that we are only on the first step of the ladder with this technology and there’s plenty more to come.



# WHAT PERCENTAGE OF YOUR WORK IS OUTSOURCED TO TRADE PRINTERS VS PRODUCED IN- HOUSE?

1-25%

0%

76-100%

25-50%

## Q&A WITH INDUSTRY EXPERTS

**What level of training and operator skill is usually required for Keencut products, and how do you support users?**

Keencut cutters are designed to be incredibly easy to use. For example, with the Evolution3 or SteelTrak, just 10 minutes of training is enough to get operators started—no prior experience required. We also provide a large library of instructional videos to ensure customers always have support at their fingertips.

**What role does software and workflow integration play with Jetrix printers?**

Software integration is absolutely central. Jetrix printers work seamlessly with RIP software, colour management tools, and workflow automation systems, enabling efficient job scheduling, consistent output, and even predictive maintenance.

**What's the most common reason UK printers are upgrading or expanding their Mimaki fleet right now?**

It's usually a combination of factors and we're seeing plenty of businesses switching to Mimaki from other brands as well as existing customers investing in faster, more productive hardware. With new, lower cost solvent inks coupled with exciting hardware launches such as the JV and CJV200 and 330 Series machines, we're attracting a lot of businesses who can see real production gains, coupled with significantly reduced running costs. Mimaki's new ink saving feature that's available on the latest printers further lowers operating costs, so it's impact from a variety of areas that is motivating people to invest.

**Which recent Fujifilm innovations (hardware or ink) have had the biggest impact for UK customers?**

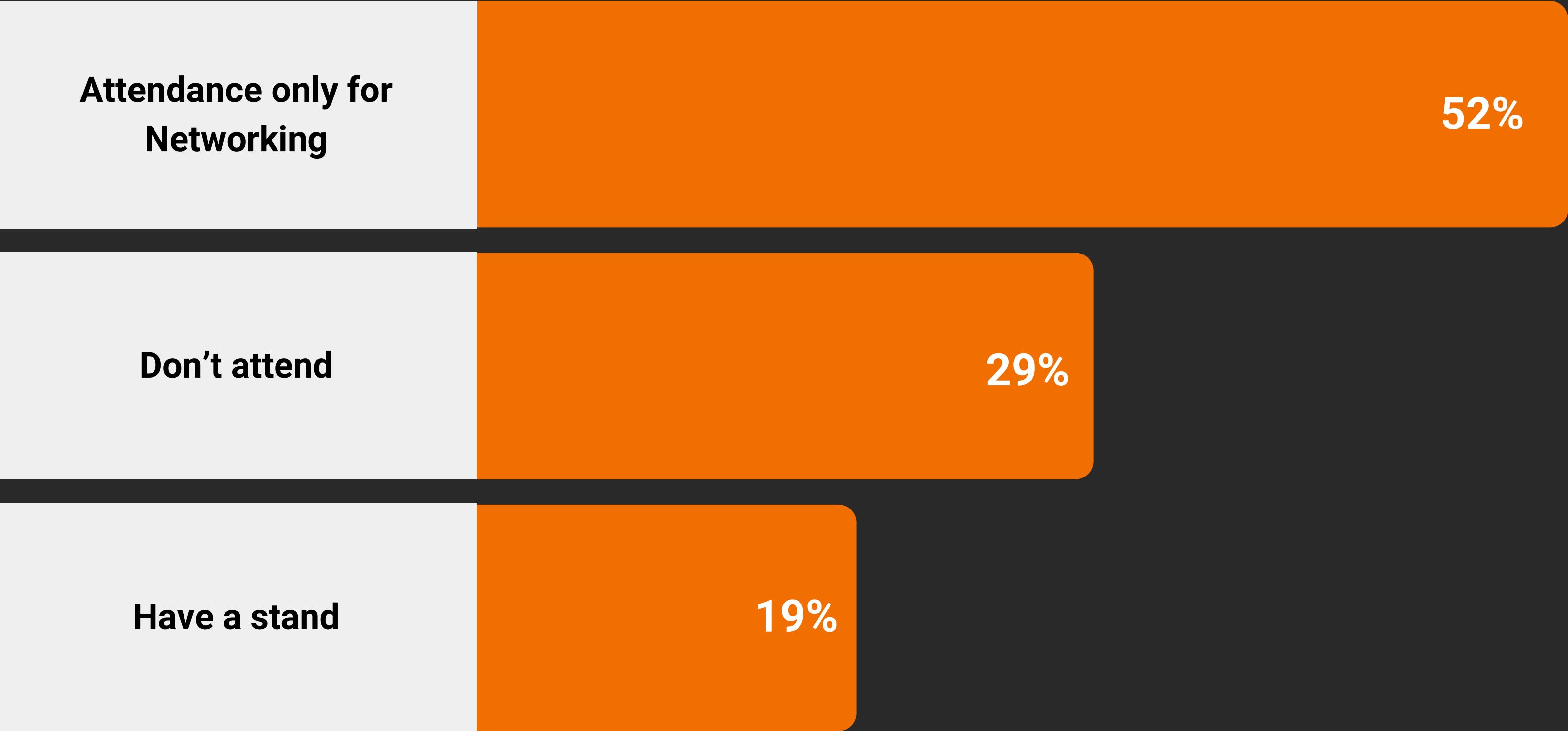
We have made many innovations over the past 12 months, but I will highlight three of specific interest here:

- Our Aquafuze ink – a completely new ink technology.
- Our new Ultra Hybrid Pro with full automation which I believe will be a real market disrupter.
- Finally – and literally our biggest innovation – which we've developed alongside our technology partner Barberan, is the HS6000. We will see the first global install of this machine into Linneys shortly.

# EXHIBITIONS AND TRADESHOWS

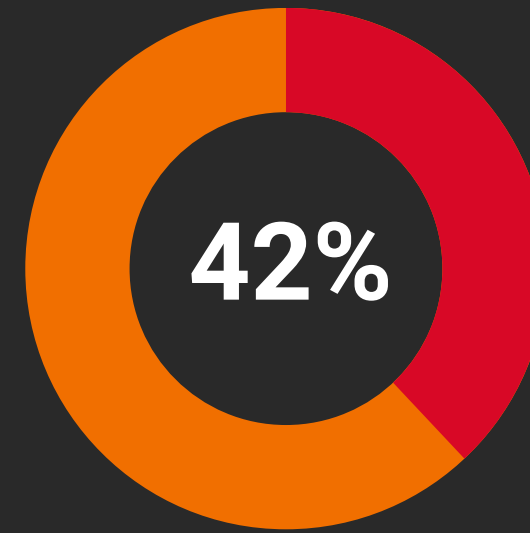


# IN WHAT CAPACITY DO PRINT BUSINESSES USE TRADE SHOWS?

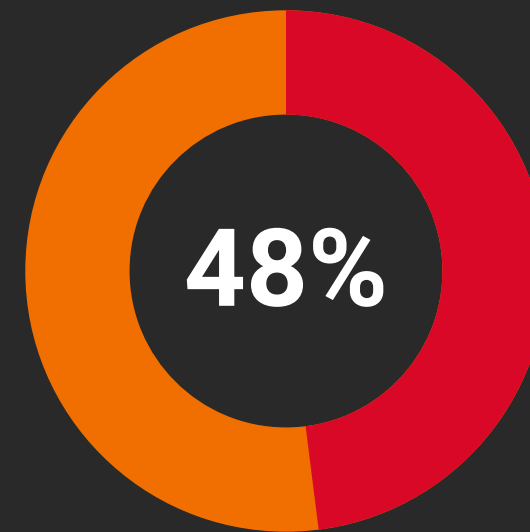




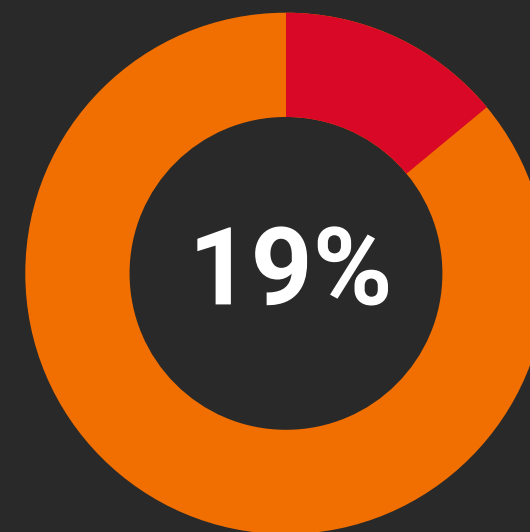
**£900**  
**IS THE AVERAGE  
BUDGET  
ALLOCATED FOR  
EXHIBITIONS AND  
TRADESHOWS**



**42% of businesses will attend 2 or more tradeshows/exhibitions this year**



**48% of businesses do not attend tradeshows and exhibitions**



**19% of businesses will have a stand at tradeshows/exhibitions this year**





# 2024/25 COMPARISONS



## PRINT BUSINESSES ARE SCALING BACK HIRING PLANS IN 2025

In 2024, 75% of print businesses were planning to grow their team in the next year. In 2025 this has dropped to 43%.

## LABOUR COSTS HAVE OVERTAKEN RAW MATERIAL COSTS AS THE BIGGEST BUSINESS PRESSURE IN 2025.

In 2024, 61% of print businesses reported raw material costs as their biggest pressure. By 2025, only 15% said the same, while 30% cited labour costs as their primary business pressure.

## MARKETING BUDGETS ARE INCREASING

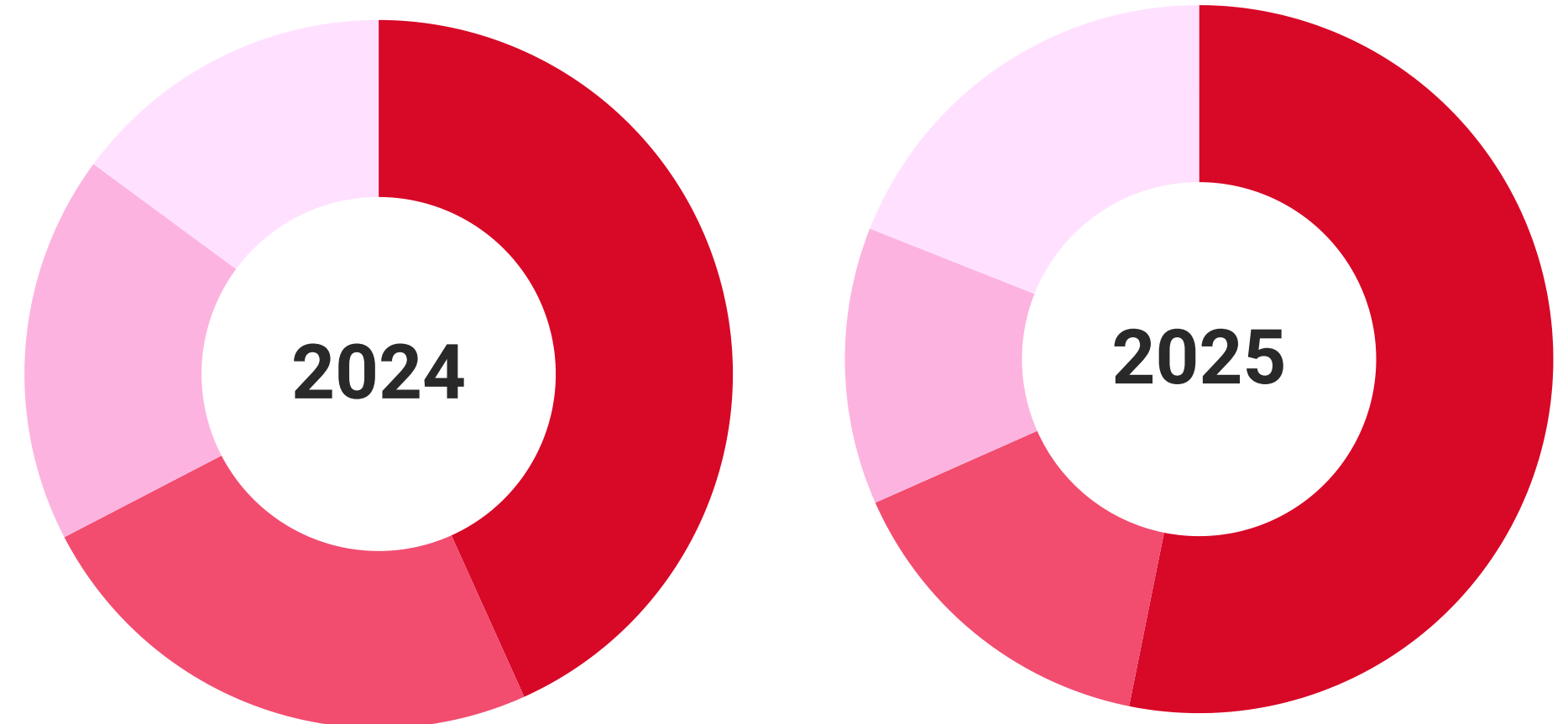
In 2024, 13% of print businesses planned for a marketing budget above £20,000. This has increased to 25% in 2025.

## ORGANIC SOCIAL MEDIA REMAINS THE MOST USEFUL CHANNEL IN SALES AND MARKETING

Organic social media was the highest rated marketing channel in 2024 with 61% of respondents identifying it as the most useful. This is reflected in the 2025 stats as 42% of respondents see it as remaining the most useful.

One big change this year is that email marketing has surpassed search engine optimisation as the second most useful channel.

● Organic Social Media ● SEO ● Google Ads ● Outbound Email Marketing



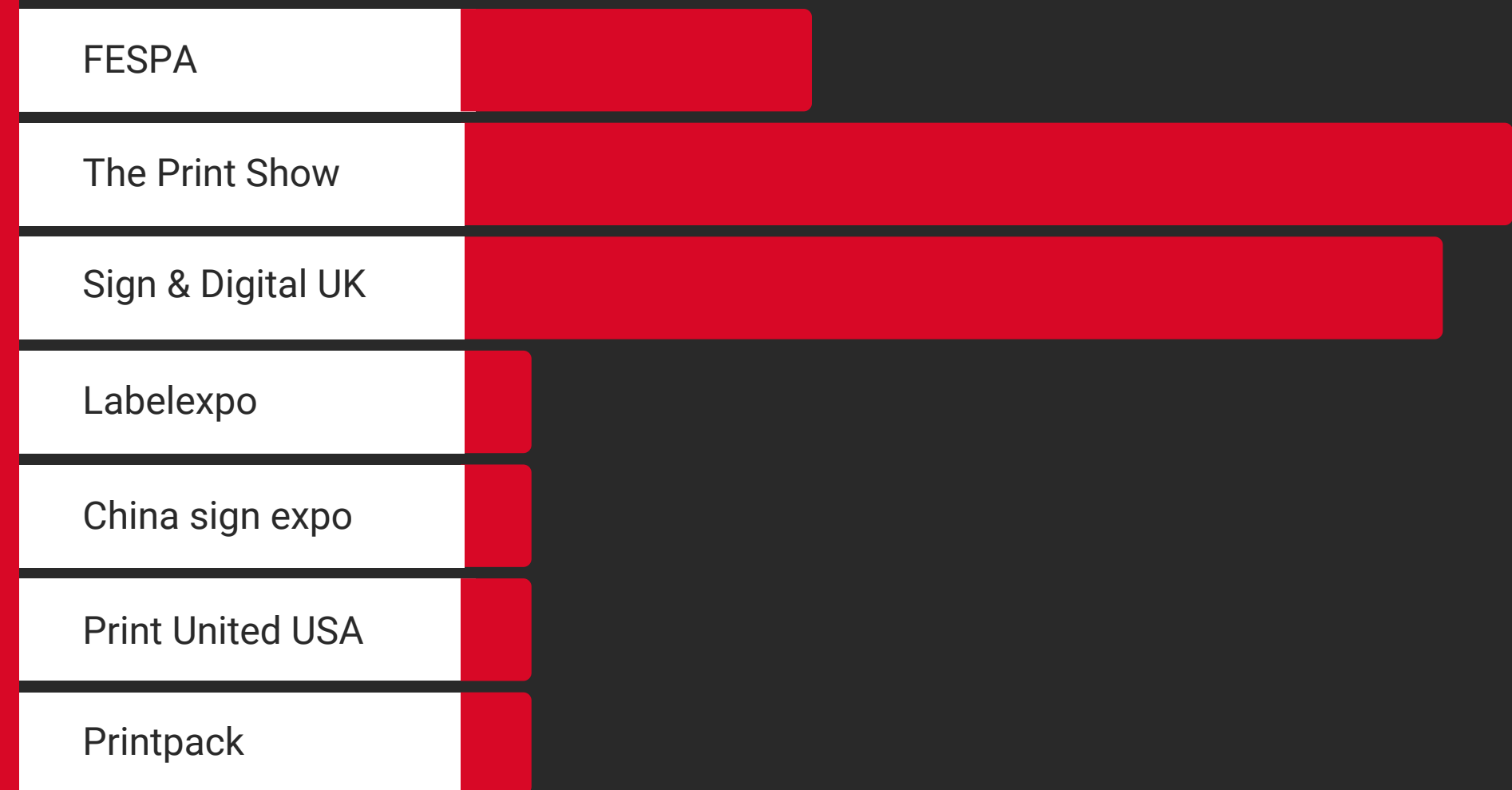


# PROFITS GREW MORE IN 2024 THAN THEY DID IN 2025

45% OF BUSINESSES INCREASED PROFIT IN 2025,  
DOWN FROM 51% IN 2024

## 50% OF BUSINESSES STILL ATTEND TRADESHOWS/EVENTS FOR NETWORKING

THE MOST FREQUENTLY ATTENDED  
TRADESHOWS/EVENTS ARE:







# Q&A WITH SUPPLIERS



# FUJIFILM

*Comments provided by Andy Webb, Head of Inkjet and Packaging UK, Fujifilm Graphic Communication Division.*

**Q: What are the strongest areas of growth in the UK wide-format market right now?**

A: We are seeing a lot of growth in niche and quirky applications. Textile printing is another area which we are frequently asked about. Finally, there is a big drive towards automation and the streamlining of production.

**Q: Which applications (signage, décor, packaging, textiles, industrial) do you see as the most promising for UK growth over the next 2–3 years?**

A: We are currently seeing a rise in interest relating to short-run packaging. This luxury market has a great deal of traction at present and brands want to make their customers feel special. This can be tricky when much of consumer buying behaviour is based online, but short-run packaging is one way of doing that.

Another application we receive plenty of questions about is textile printing, so we believe that this is also a key area for growth.

**Q: How important is the hybrid platform trend (flatbed + roll-to-roll) for UK customers compared to dedicated flatbeds or rolls?**

A: I am not sure about a trend, as we find customers have a pre-conceived preference of what technology they prefer. When we take them through our portfolio, they see we not only have a hybrid and flatbed option, but that our hybrid offering is a machine that's been built from the ground up with both roll and rigid printing in mind. This means they have options regarding which way they want to go with little or no compromise.

**Q: Are UK printers more focused on replacing ageing kit or expanding capacity with additional machines?**

A: I think there is a bit of a mix; some customers are looking to replace older kit with newer, more productive kit but others are adding new machines to complement their existing set up and meet growth demands.

**Q: How are customer expectations around colour consistency, ink performance, and special effects evolving?**

A: Having our ink factory here in the UK is a big plus for us. We can have these conversations with our customers, but also the chemists in the lab. But what is even better is taking our customers to the factory and them having these conversations themselves with our chemists. They gain a greater understanding of our high levels of quality control and our sustainability goals, while learning how we obtain a good ink performance and colour consistency.

**Q: Where do you see the next wave of UK hardware investment coming from hybrids, roll-to-roll, flatbeds, or automation?**

A: I believe we will keep seeing a mixture of all set ups, depending on customer preference. I think we will see a bigger focus on automation, as we have seen in other industries. Robotics will be key, but we will also see a move towards technology becoming easier and easier to operate.

**Q: Where do you see the next big opportunity for UK print shops (textiles, décor, packaging, automation, sustainability)?**

A: This is really tricky to answer as all of these seem to be seeing some sort of growth. The area I hear on customers lips most frequently at the present is automation.

# HYBRID

*Comments provided by Andy Gregory, Sales Director at Hybrid Services – Mimaki's exclusive distributor for the UK and Ireland.*

**Q: What are the most significant growth opportunities in the UK market over the next 2–3 years?**

A: The UK print market continues to evolve rapidly, and diversification represents a key growth opportunity. By leveraging new technologies, businesses can offer additional products and services to existing customers, maximising the value of their current client base. At Hybrid, we see printers exploring everything from small-format personalised goods to large-scale signage and textile décor, with businesses actively looking to differentiate their offerings.

**Q: Which Mimaki innovations in the last 12 months have had the biggest impact for UK customers?**

A: Over the past 12 months, the growth of the 200 Series platform has had a major impact. By cascading technology down from higher production models into well-specified, highly productive entry-level machines, Mimaki has delivered systems that are entry-level in name only, giving customers access to professional-grade performance at lower price points.

**Q: How do you see sustainability requirements (PVC-free, recycled textiles, energy efficiency) shaping equipment design and media usage?**

A: Sustainability is shaping both equipment design and media choices. Hybrid has been running its Let's Do More solvent ink cartridge recycling scheme since 2008, helping sign makers and print providers manage their waste and rewarding them with ink rebates simply for being a part of it. Mimaki's award-winning cardboard SS22 ink cartons make great strides in removing single-use plastic altogether, and the continued focus on textile and dye sublimation printing means that the use of water-based dye sublimation inks on recyclable polyester offer viable alternatives to solvent and UV ink.

# KEENCUT

*Comments provided by Juliet Vandenbrand, Business Development Manager at Keencut.*

**Q: What are the biggest finishing challenges UK print shops face today?**

A: Maximising productivity, reducing waste, and protecting margins remain the top challenges.

**Q: How does Keencut balance the need for precision, speed, and affordability in cutting equipment?**

A: Keencut cutting machines are renowned for their reliability, longevity, and ability to boost productivity while reducing waste—making them an affordable and future-proof investment. Speed and accuracy are built into every model, with precise alignment, secure clamping, and one-pass cutting that deliver consistently fast, high-quality results. Keencut cutters also need just one operator with no special training, so staffing costs are reduced. Because nearly all components are manufactured in-house, Keencut maintains complete control over quality and performance—backed by a 5-year warranty.

**Q: What role does integration with printers and workflow software play in the evolution of finishing solutions?**

A: Finishing is an integral part of the workflow. Keencut machines are clean-cutting, producing no dust or debris, so they can be positioned right next to printers for seamless workflow. By eliminating unnecessary transfer time, customers speed up production and maximise efficiency. The Keencut cutters' speed of cutting, position, and rapid set-up and alignment of materials removes workflow roadblocks.

**Q: If you could give one piece of advice to UK print businesses preparing for 2026 and beyond, what would it be?**

A: Don't treat finishing as an afterthought. It may come at the end of the workflow, but if finishing is poor, the whole job suffers. Perfect finishing is what the customer ultimately sees and values. One printer put it best: the impact of delivering a box of perfectly identical, cleanly finished boards is priceless. Investing in the right equipment ensures you consistently deliver the right impression, so customers come back again and again.

# JETRIX

*Comments provided by Ian Windebank,  
Technical Sales Support Manager at InkTec.*

**Q: Where does Jetrix see the biggest growth opportunities for wide-format in the UK?**

A: We see the most dynamic growth across hybrid and roll-to-roll systems, given their versatility in handling a wide range of substrates. At the same time, textile printing is gaining momentum, especially in applications such as soft signage and interior décor. While flatbed remains a strong segment, we believe hybrid platforms will lead the next phase of expansion, offering PSPs the flexibility to diversify and scale.

**Q: How do you see customer expectations changing in terms of price, speed, and sustainability?**

A: Customers are no longer focused on price alone; they are prioritising total cost of ownership, productivity, and sustainability. Speed and efficiency remain critical, but there is a growing expectation for eco-friendly solutions—equipment that minimises waste, reduces energy consumption, and is compatible with recyclable substrates. Sustainability has become a baseline requirement rather than a differentiator.

**Q: Is the UK now a replacement market or still a growth market?**

A: It's becoming a hybrid market. We see established operators upgrading hardware to achieve higher productivity and lower running costs, which is characteristic of a replacement market. However, we also see new investment in areas such as textile, décor, and packaging, where PSPs are expanding fleets to pursue fresh revenue streams.

**Q: What are the main reasons customers choose Jetrix over other brands?**

A: Customers value reliability and competitive running costs, plus the quality of our InkTec manufactured inks. The flexibility of Jetrix systems to work with a wide range of substrates makes them a future-proof investment. In addition, our after-sales support is consistently cited as a key reason for customer loyalty.

**Q: Where do you see the next big opportunity for UK print shops?**

A: The most exciting opportunities lie in sustainable textiles, customized décor, and digital packaging. These are markets where consumers are demanding personalization, shorter runs, and environmentally responsible solutions—areas where wide-format digital printing is uniquely positioned to deliver.





SOYANG EUROPE

# CONTACT US

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

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