



INTERQUEST Releases *Transactional Printing in Europe: Market Analysis & Forecast, 2014-2019*

In-depth analysis of European transactional mail and print market

Charlottesville, VA (January 12, 2015)—INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, has released a comprehensive assessment of transactional printing in Europe.

According to Gilles Biscos, President of INTERQUEST, “Although the transactional printing market in Europe is being shaped by similar dynamics we see playing out in North America, country-specific legislation and cultural preferences create interesting wrinkles. The overall rate of decline in Western Europe will be comparable to what we expect in North America over the next five years, but after that the decline should slow and perhaps even level off.”

In addition to providing market size and forecasts through 2019, the study analyzes the electronic diversion of printed documents, postal trends and issues, the state and future of relational mail, the status of multi-channel communication, the evolution of inkjet presses, on-the-fly envelope creation and imprinting opportunities, and recent developments in transactional equipment and software solutions. The study includes country analyses for the U.K., France, Germany, Italy, the Netherlands, Spain, as well as other regions/countries such as Scandinavia, Austria, Belgium, Finland, Switzerland, and Eastern Europe.



The study is based on in-depth interviews with 32 leading European transactional print providers (who collectively produce over 21 billion transactional impressions annually), in-depth interviews with corporate transactional users/buyers, surveys of 80 corporate and government organizations in France and Belgium, input from transactional printing and finishing equipment and software vendors, and findings from other recent INTERQUEST research.

The study forecasts that transactional print volume in Europe will decline by about 3% annually over the next five years. According to Biscos, “Transactional mail volume will actually decline at a somewhat faster rate than overall transactional print volume. As in North America, we expect mailers to leverage the high open rates of transactional mail and integrate more marketing and informational into the production mail stream.”

Transactional Printing in Europe: Market Analysis & Forecast, 2014-2019 contains 213 pages of text and 128 tables, charts, and illustrations. For more information, or to order the study, visit www.inter-quest.com, or call 1-434-979-9945. A companion study of transactional printing in North America is also available.

About INTERQUEST

Founded in 1990 and headquartered in Charlottesville, Virginia, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has more than 2,000 clients worldwide; approximately half are end-user organizations and half are outside the United States. Over the past 25 years, INTERQUEST has produced numerous landmark multi-client market research studies on topics such as digital printing, direct mail & multi-channel communication, transactional printing, digital printing in publishing, substrates, and pre-and post-processing/finishing.