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## INTERQUEST Releases *Digital Book Printing in Europe: Market Analysis & Forecast, 2015-2020*

*New in-depth analysis of the European book market & the use of digital book printing*

**Charlottesville, VA and Paris, France (January 11, 2016)**—INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, has released a new, in-depth multiclient study of the trends, opportunities, challenges, and key players in the digital book printing market in Europe. *Digital Book Printing in Europe: Market Analysis & Forecast, 2015-2020* is based on in-depth interviews with 50 leading European book printers, surveys of 110 book publishers in the U.K. and France, interviews with leading printing equipment, finishing, and paper vendors, and other related research and input from INTERQUEST Digital Book Printing Forums in Lucerne, Brussels, London, and Paris.

According to Gilles Biscos, President of INTERQUEST, “The book market in Europe is being shaped by similar dynamics occurring in North America, but nevertheless retains distinctive country-specific legislative and cultural differences. Pricing policies and distribution networks in particular help shape the European market. Digital printing is gaining share from conventional processes in book manufacturing, and we find compelling evidence in our research that it is helping to reshape the supply chain in Europe. Anyone with an interest in understanding the European book market and the role of digital printing in it needs this report.”



The study provides market size and forecasts through 2020, including the overall production volume of the European book market by sector and format (print and electronic), as well as the volume of digitally printed book pages, including process (inkjet and toner), color content, and manufacturing model (POD and short run). The study also examines major trends in the book market, the adoption and use of digital book printing, and recent trends and developments in printing systems, finishing solutions, and substrates. In addition the study includes country analyses for the U.K., France, Germany, Italy, Spain, and other countries including the Netherlands, Nordic countries, Poland, Belgium, and Portugal.

Although overall printed book volume will decline, the study forecasts that digital book printing volume in Europe will grow at about 12% annually over the next five years. According to Biscos, “The education and STM sectors will grow the fastest, but we also see robust adoption in the trade sector. Based on our research with publishers and book printers in Europe, we expect POD production to grow by more than 20% annually over the next half decade.”

*Digital Book Printing in Europe: Market Analysis & Forecast, 2015-2020* features more than 280 pages of text and 200 tables, charts, and exhibits. For more information, or to order the study, visit [www.inter-quest.com](http://www.inter-quest.com), or call 434-979-9945. A companion study of digital book printing in North America is also available.

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### **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 20 years, INTERQUEST has produced numerous landmark multi-client market research studies on topics such as digital printing, on-demand printing, book manufacturing, direct mail, transactional printing, color printing and variable imaging, substrates, and pre-and post-processing/finishing. Since 2006 INTERQUEST has conducted numerous Digital Printing Forums in North America and Europe.