



INTERQUEST Announces New In-Depth Study of Digital Direct Mail Printing in North America

Digital Direct Mail Printing in North America: Market Analysis & Forecast (2013-2018)

Charlottesville, VA (December 3, 2013)—INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, has released a comprehensive new study of digital direct mail printing in North America. The report—an in-depth analysis of the market, including the key issues, trends, size, and technological developments—complements and extends previous INTERQUEST studies of the role of digital printing in the direct mail market.

According to Gilles Biscos, Director of INTERQUEST, “Direct mail has been on a roller coaster ride since the 2008 recession. Although Standard Mail volumes have stabilized, the market faces on-going challenges from online and mobile media. We find direct mail printers aggressively adopting digital printing technology to meet the needs of mailers for shorter, more targeted mailings. Inkjet printing in particular has made impressive inroads in direct mail applications.”

The study is based on 50 in-depth interviews with major direct mail printers in North America. The study assesses the overall direct mail market in North America as well as the use of digital printing for producing direct mail in a variety of ways. Key issues related to digital printing which are examined in depth include the use of inkjet and toner digital equipment, trends with overprinting and single-pass color, hybrid solutions, technological advancements in printing, finishing, and software, and the role of multichannel marketing. In addition to detailed survey findings the study includes market size forecasts from 2013 to 2018.



“We see an impressive uptake in the use of full color digital printing by direct mail printers; this has largely been driven by the adoption of inkjet systems by major players. As a percentage of all digital impressions, color now represents about 25% of the total,” said Biscos.

Digital Direct Mail Printing in North America: Market Analysis & Forecast (2013-2018) is immediately available. Hard copy or PDF licensing of the 200+-page report, which includes more than 120 exhibits illustrating and highlighting key findings of the research, can be ordered by contacting INTERQUEST at 434-979-9945, or through the company’s website (www.inter-quest.com).

About INTERQUEST

Founded in 1990, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. Over the last 20 years, INTERQUEST has produced numerous landmark multi-client market research studies on topics such as digital printing, print-on-demand, transactional printing, color printing and variable imaging, paper and pre- and post-processing/finishing, and workflow.