



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

Comprehensive new study examines the current state and near-term outlook for the transactional printing market in North America

Charlottesville, VA (January 19, 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 North America.

According to David Davis, a Director at INTERQUEST, “Although the transactional printing market is constricting in the face of electronic delivery alternatives, it remains a vibrant and important market for transactional mailers and print providers alike. Although the recovering economy has not boosted transactional print output as it has with direct mail, we in no way see a crisis brewing; instead the trends which are already apparent will continue to play out in a steady, manageable manner.”

In addition to providing market size and forecasts through 2019, the study analyzes the electronic diversion of printed documents, USPS issues, the state and future of relational mail, multi-channel communication trends and developments, the evolution of high-speed inkjet presses, MICR printing, on-the-fly envelope creation and imprinting opportunities, and recent developments in transactional equipment and software solutions. The study also includes an analysis of the Canadian transactional print market.



The study forecasts that transactional print volume in North America will decline by less than 4% annually over the next five years. According to Davis, “We foresee a drop off in monochrome transactional output but solid growth in full-color output largely due to the adoption of inkjet presses. The color output currently generated includes a variety of applications such as the elimination of preprinted forms, transpromo, document enhancement, and dynamically producing marketing and informational inserts in the transactional workflow.”

The study is based on in-depth interviews with 25 leading North American transactional print providers (who collectively produce 37 billion impressions annually), in-depth interviews with 20 corporate transactional users/buyers in North America, input from transactional printing and finishing equipment and software vendors, and findings from other recent INTERQUEST research.

Transactional Printing in North America: Market Analysis & Forecast, 2014-2019 contains 223 pages of text and 116 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 Europe 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