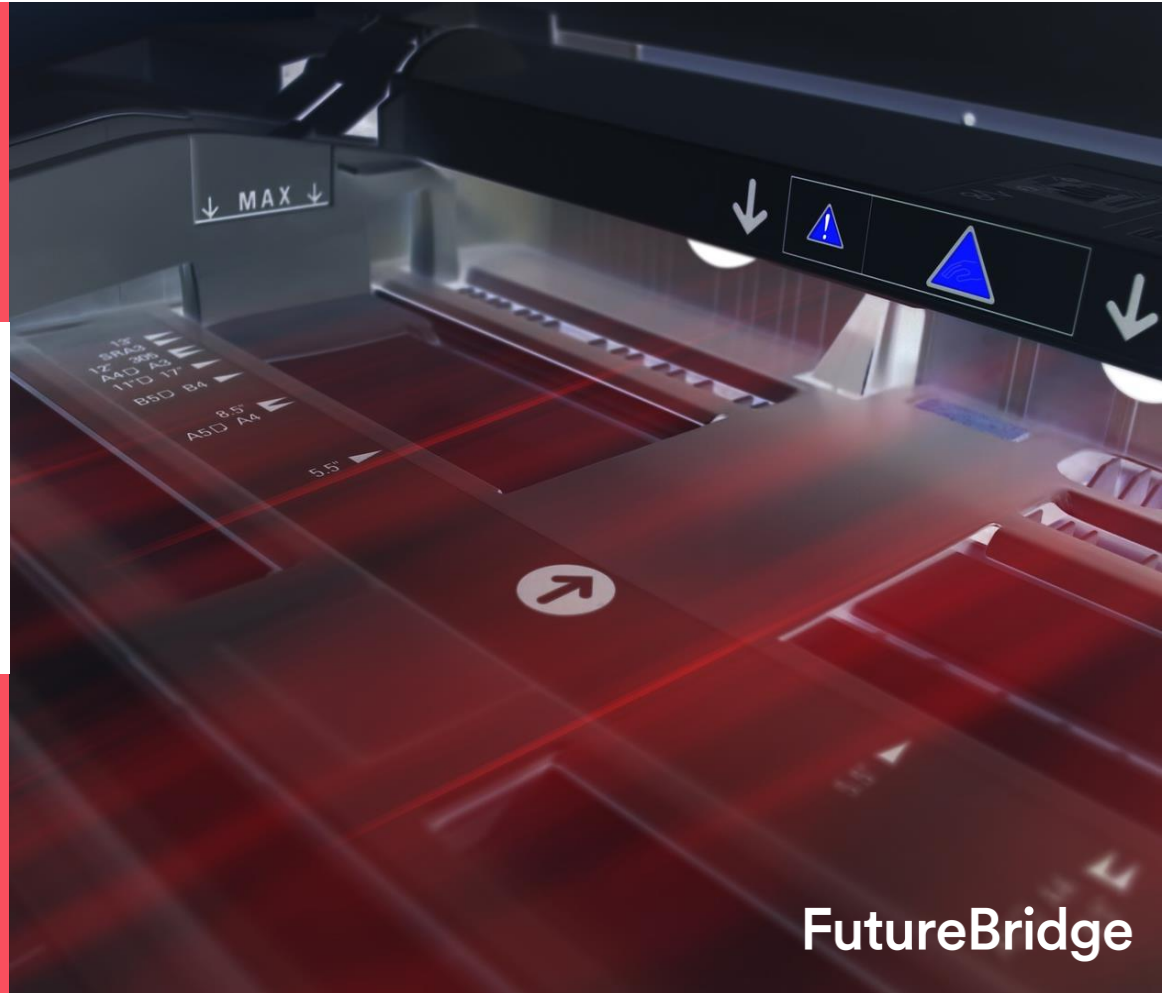




IMPACT OF  
**COVID-19**  
ON THE  
**PRINTING**  
**EQUIPMENT**  
INDUSTRY



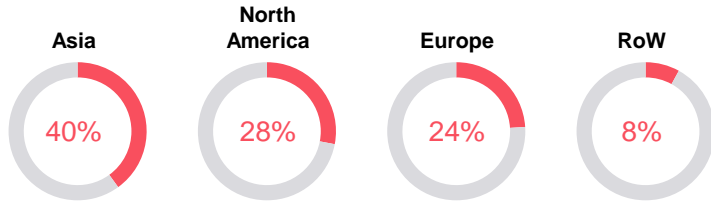
FutureBridge

# Pre-COVID scenario of printing equipment industry

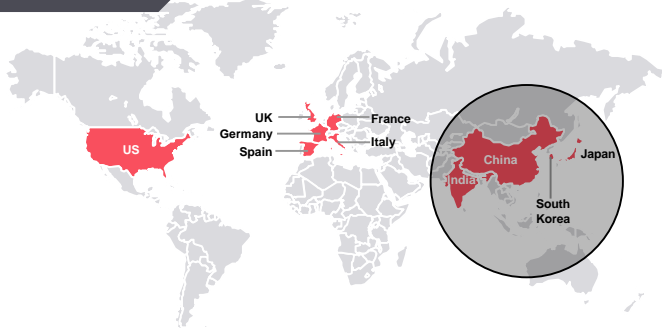
The printing equipment industry was expected to grow at a moderate CAGR of <1% during 2017–2023, with focus on commercial and digital printing.

## Global Printing Equipment Market (2019)

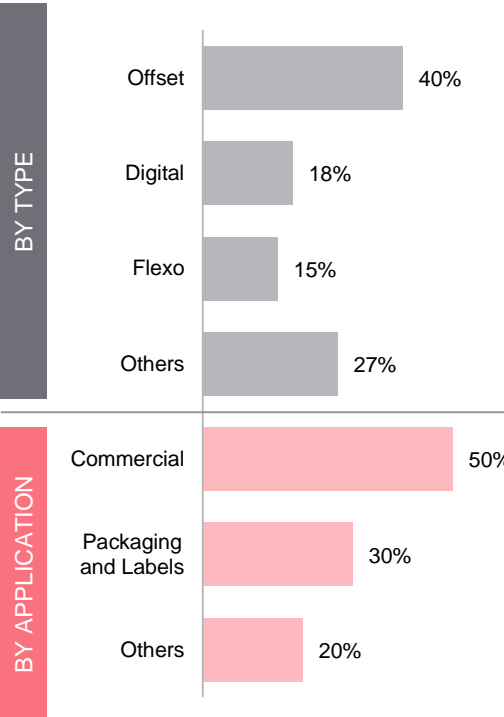
### KEY REGIONS



### KEY COUNTRIES



## Equipment (2019)



## Key Future Industry Highlights (pre-COVID)

**<1%** expected CAGR of printing equipment industry from 2017–2023

**Asia** expected to continue as one of the key regions to focus on

**Digital Printing** expected to be the fastest growing printing equipment type

**Commercial Printing** expected to be the highest revenue generating application

# Current impact due to COVID-19 on key geographical markets

Production delays, workforce shortage, demand-supply disruptions are some of the implications of COVID-19 on the printing equipment industry

## Key Markets – COVID Impact

Countries	COVID impact (relative comparison)
US	
Italy	
Spain	
France	
UK	
Germany	
India	
China	
Japan	
South Korea	

High Moderate Low

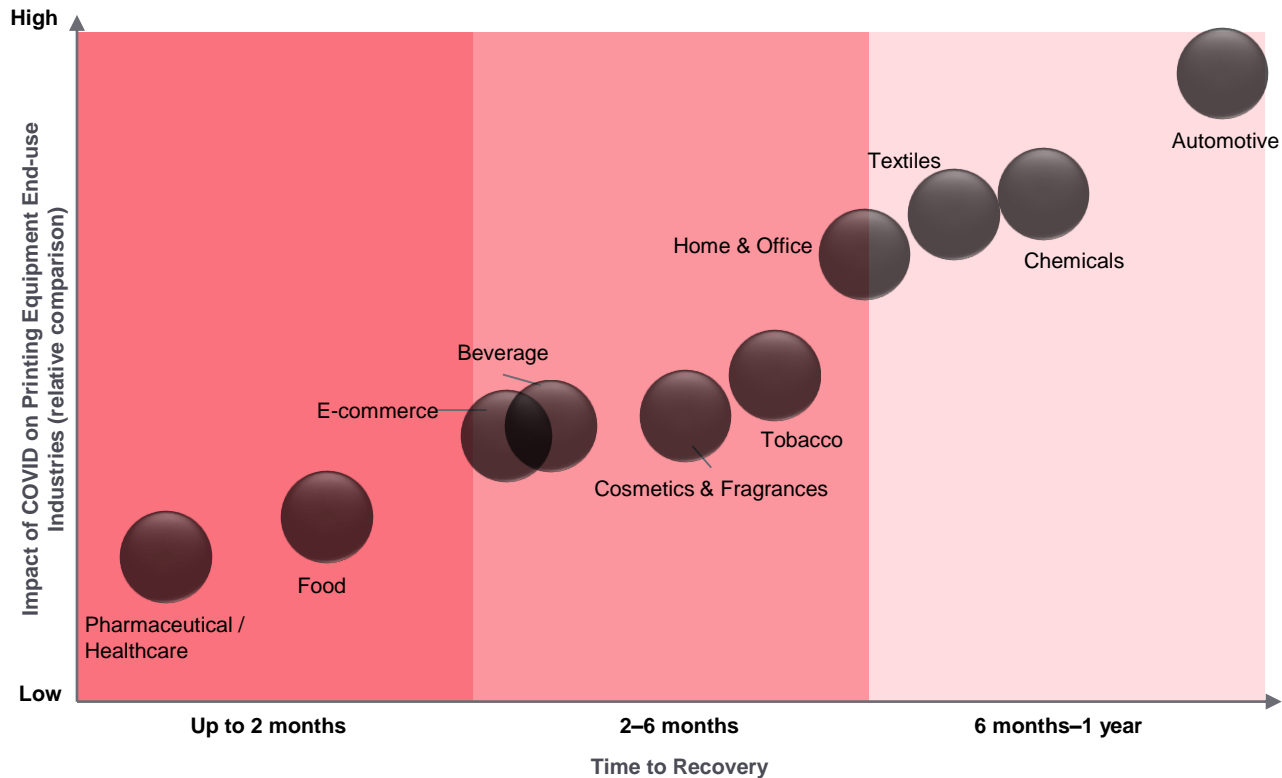
Source: FutureBridge Findings and Analysis

## Immediate impact on the industry

Production Delays	Demand-supply Situation	Workforce Shortage	Supply Chain Condition	Investments Deferred / Suspended
Printing equipment production is impacted, as end-use industries like home & office, trade fairs and exhibitions are badly hit due to COVID. In addition, the lockdown situation in countries have added-up to the delays	Printing equipment demand and supply, both have witnessed a slump, which is being slightly offset by printing packaging requirement for essential industries like pharmaceutical/ healthcare and food.	Countries like US, Italy, Spain, France and the UK are some of the leading markets generating demand for printing equipment. As these countries are badly hit, continuous workforce is an immediate hindrance for the industry	Supply of printing materials are impacted due to COVID currently due to lockdown in most of the countries.	Manufacturers are deferring or suspending their investment decisions citing COVID-19 pandemic situation. For instance, Xerox withheld its hostile takeover of HP due to COVID situation

# Current impact due to COVID-19 on key end-use industries and their time to recovery

While pharmaceutical /healthcare and food end-use industries witness the least impact of COVID-19, e-commerce and beverage are expected to pick up post lockdown



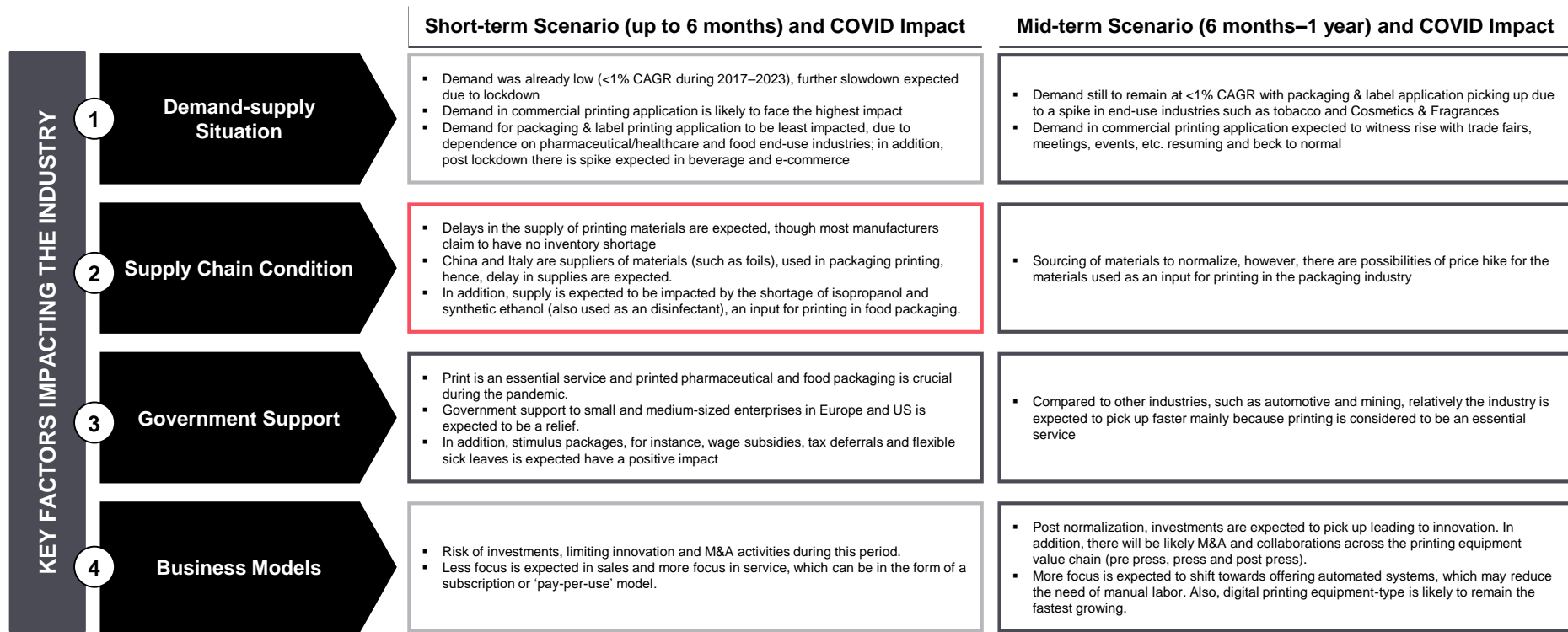
**Pharmaceutical / Healthcare and Food** end-use industries have least impact of COVID and expected to recover at a rapid pace.

**E-commerce and Beverage** end-use industries are expected to recover post lockdown restrictions are lifted.

**Automotive and chemicals** end-use industries are expected to take longer to recover

# Short-term and mid-term impact

In the short-term, printing equipment industry is expected to witness delay in supplies and demand-supply disruption; however, the sector is expected to have lesser impact in the mid-term



High
  Moderate
  Low

Source: 'Intergraf', and European federation for print and digital communication; FutureBridge Findings and Analysis

# What is Printing Equipment Industry asking us?

## Strategic Growth Opportunities

Which of our end-use industries are the most impacted due to COVID and what should be our risk mitigation strategy (short / mid / long term) in view of this impact?

Due to COVID, what kind of *immediate* market scenarios are we staring at and which of them is most likely to occur?

Most of our pre-COVID strategies are impacted today and hence, which one of them shall we continue / retract? What new strategies do we need to formulate in order to achieve our business plans / goals?

What kind of innovations, advancements shall we look to develop new cost-effective products and solutions with post-COVID challenges in mind?

What implications will this pandemic have on the existing business models? Which new business models shall we focus on for short-term stability and long-term growth?

What are the steps / initiatives taken by key players in the industry value chain? How are my key competitors reacting / responding?



**FutureBridge** supports decision-makers across industries and verticals by keeping them ahead on the technology curve, identify new opportunities, find answers to unknowns such as COVID-19 impact and recovery roadmap, and facilitate best-fit solutions and partnerships using our platforms, programs, hyper-customized solutions.

## Strategic Response Options for Companies

### **Consolidation**

Understand the impact of COVID on global economy and consider partnerships or acquisitions to reduce competition



### **Servitization**

Evaluate various business models and look to strategize on growth opportunities, if required by resetting and repositioning your business



### **Innovation**

Research and develop new products or modify existing ones and update your product development strategy



### **End-use Industries**

Evaluate which industries are most affected and further analyze and modify your business strategies accordingly.



### **Applications**

Understand which applications to focus on and frame growth strategy opportunities



### **Locations**

Strategize which locations to target and penetrate and plan sales, marketing and distribution strategies



# Thank you

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