



# **North American Monthly Printing Shipments 2006 to 2011**

**with forecasts through 2017**

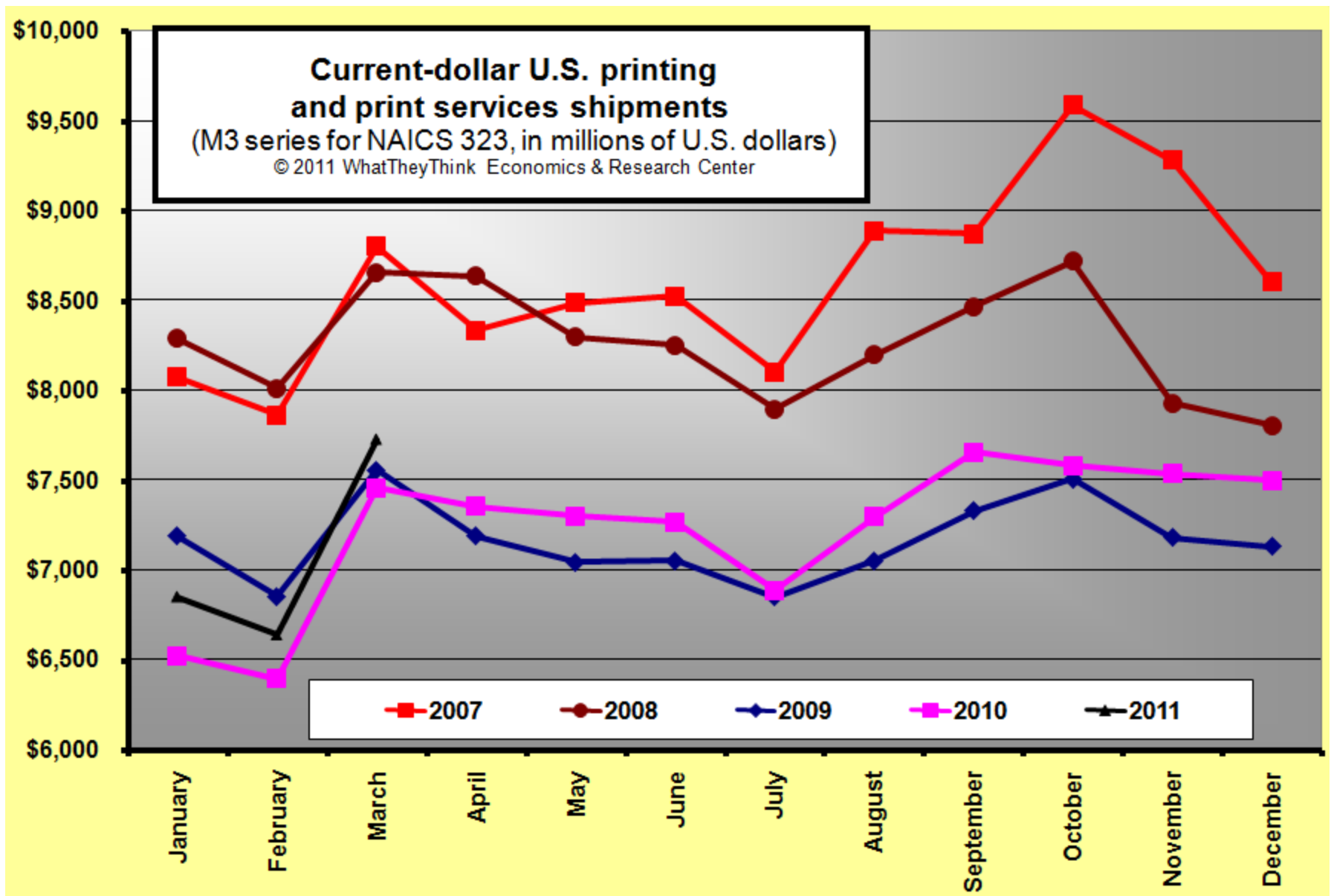
**Issue # 66, May 2011  
USA data: up to March 2011  
Canada data: up to February 2011**

# How to Use This Document

- This is a Powerpoint file which can be used in your internal company and client presentations
- The slides have been designed for easy “copy and paste” into your Powerpoint presentations
- The information in these slides are to be treated just as one would use “company confidential” information and are © 2011 WhatTheyThink

# Executive Summary

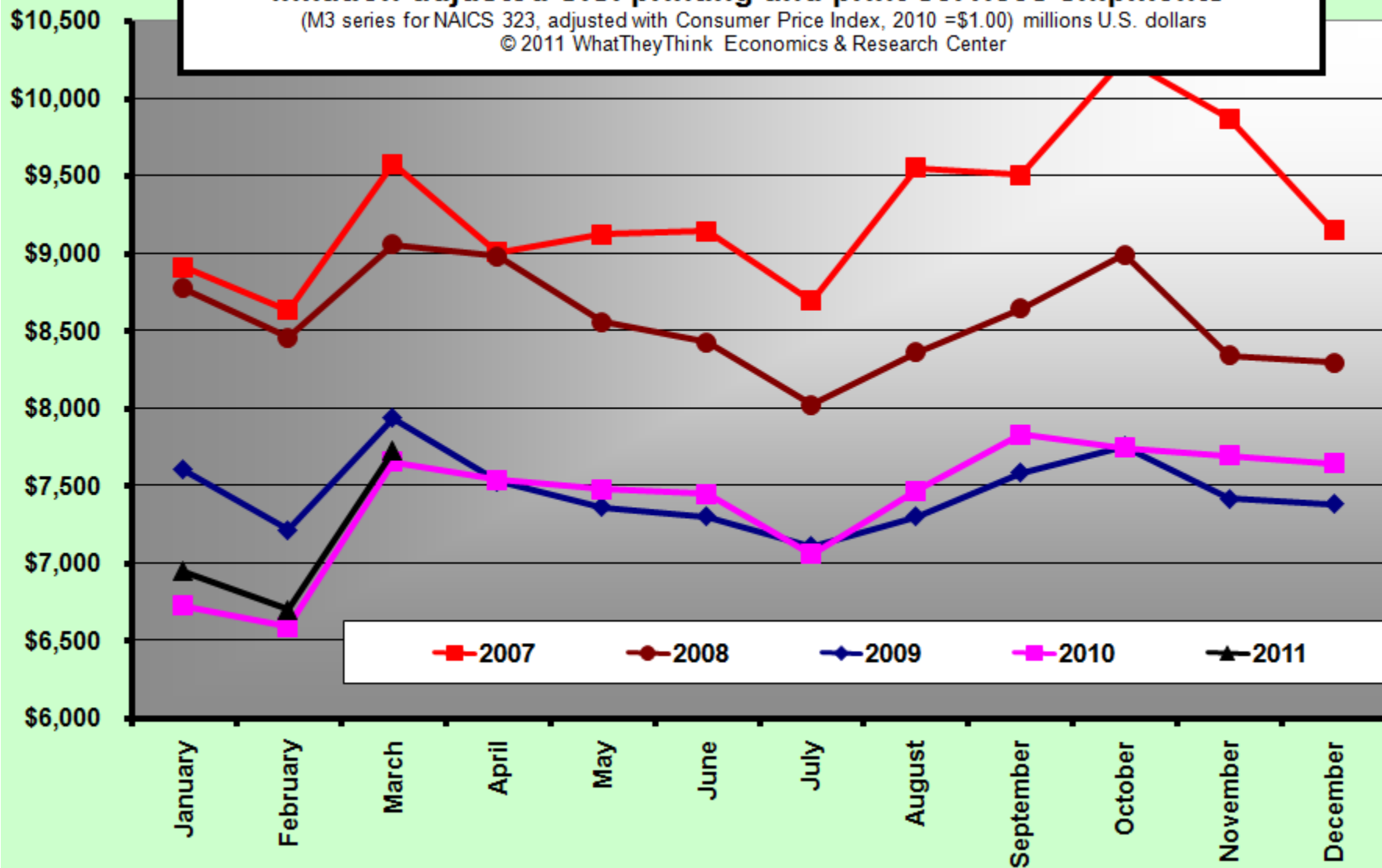
- March '11 current \$ shipments \$7.7 billion (+3.6%) +\$271MM vs. March '10; +\$146MM real \$ (+0.9%)
  - March is now biggest printing month; implies \$88B shipments, +1.5% vs 2010
- 12 consecutive months of current dollar increase
  - Big revisions to printing shipments data series to be released on 5/13/11; usually 5 years revised data, with biggest changes to prior 3 years
- February 2011 revised down -\$34 million in current \$
- February Canada shipments were C\$655 million
  - Up +1.7% in current C\$ and down -0.4% inflation-adjusted
  - On US\$ basis, up +10% in current, +7.7% inflation-adjusted
- Continue to forecast flat shipments vs. 2010 for balance of 2011; easy comparisons are over; Fall shipments forecast looking riskier



## Inflation-adjusted U.S. printing and print services shipments

(M3 series for NAICS 323, adjusted with Consumer Price Index, 2010 = \$1.00) millions U.S. dollars

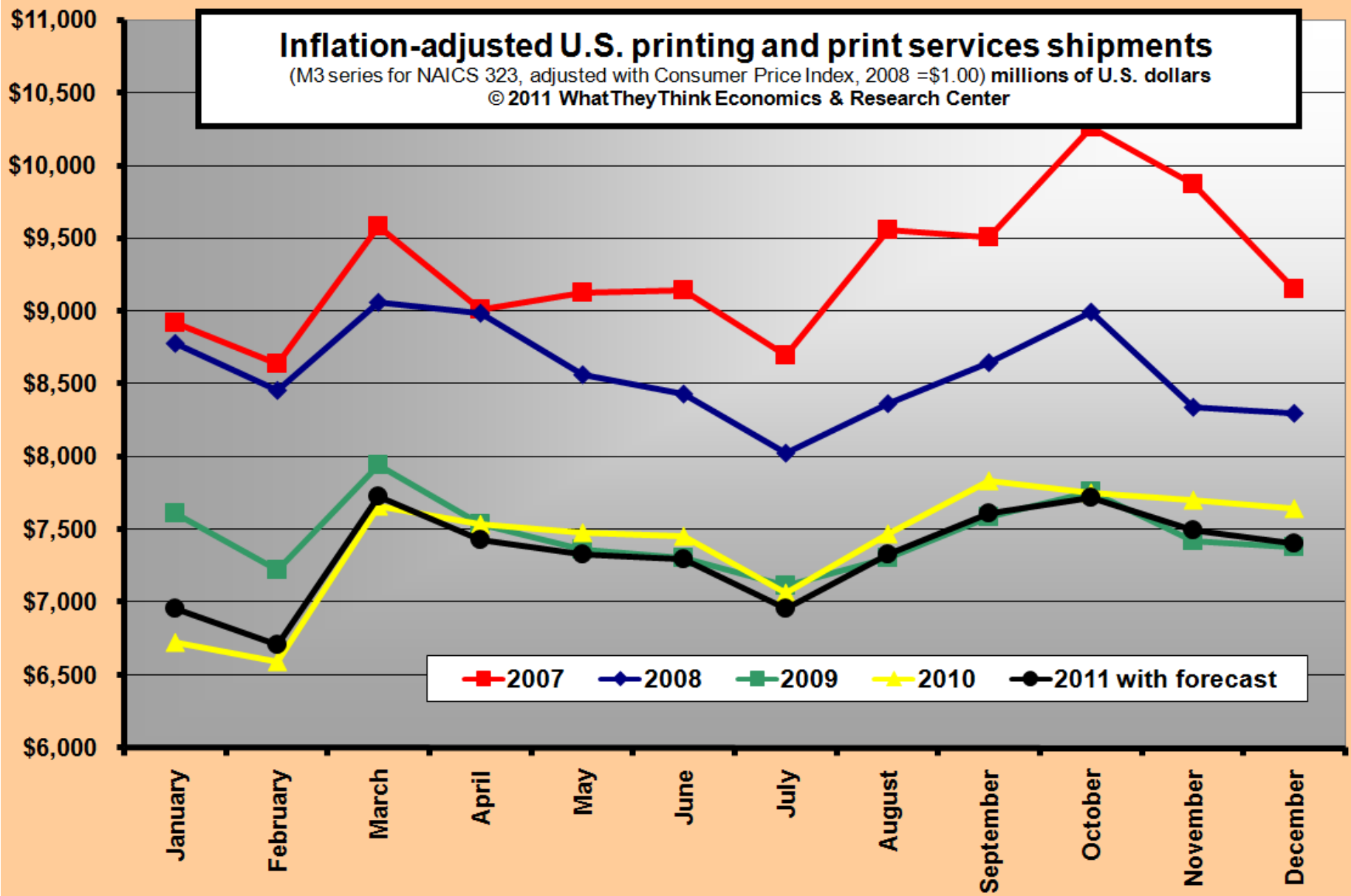
© 2011 WhatTheyThink Economics & Research Center



## Inflation-adjusted U.S. printing and print services shipments

(M3 series for NAICS 323, adjusted with Consumer Price Index, 2008 = \$1.00) millions of U.S. dollars

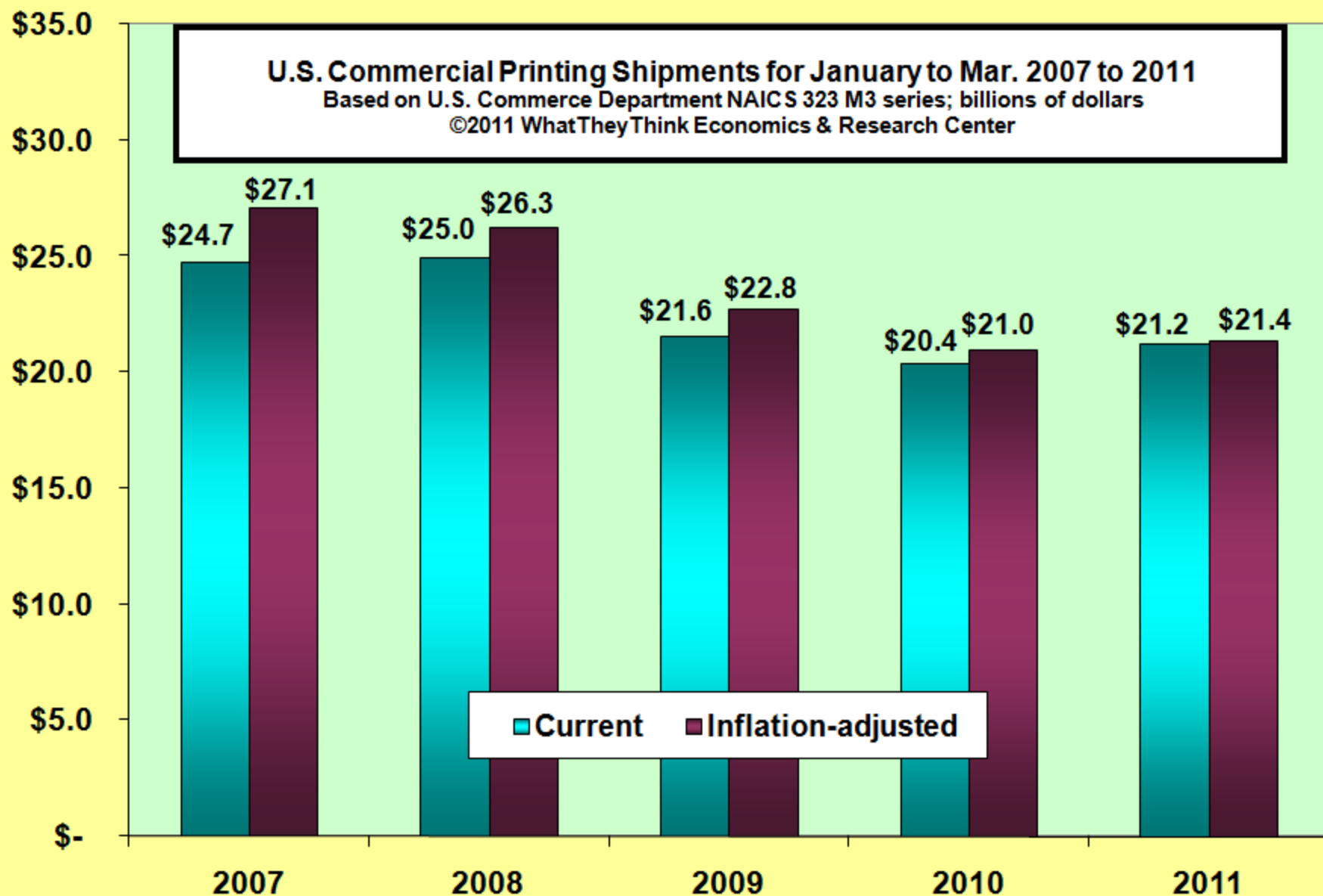
© 2011 WhatTheyThink Economics & Research Center



# U.S. Commercial Printing Shipments for January to Mar. 2007 to 2011

Based on U.S. Commerce Department NAICS 323 M3 series; billions of dollars

©2011 WhatTheyThink Economics & Research Center



<b>Inflation Multipliers</b>	
<b>2005</b>	1.136
<b>2006</b>	1.107
<b>2007</b>	1.064
<b>2008</b>	1.063
<b>2009</b>	1.035
<b>2010</b>	1.020
<b>2011 Q1</b>	1.000

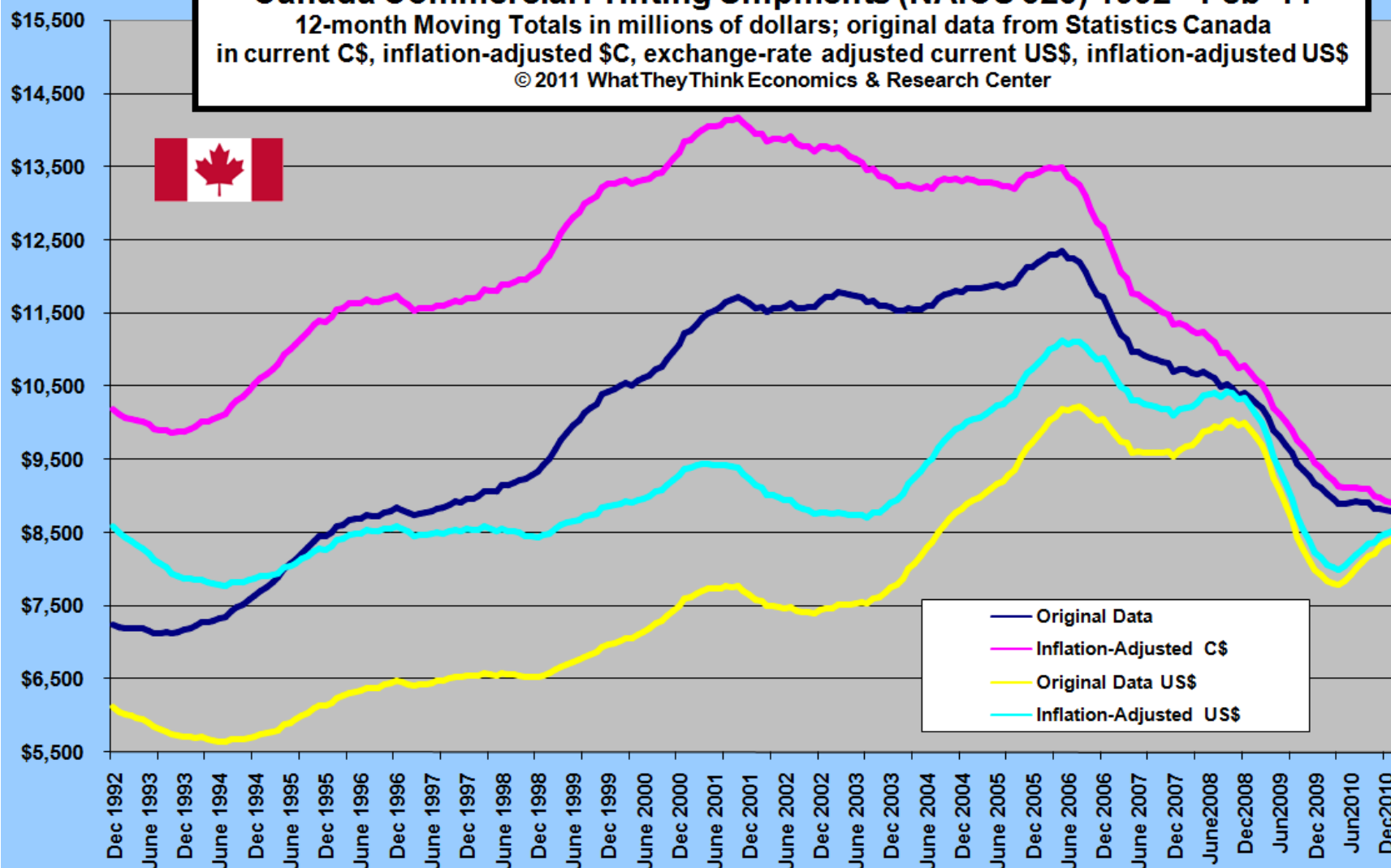


# Updated U.S. Forecasts (as of 5/2011, in 2011\$)

<b>Note: 2010 shipments were \$86.7B</b>	<b>FORECASTS BY STATISTICAL MODELS</b>			<b>WTT ERC Qualitative Forecast</b>
	<b>Conservative</b>	<b>Aggressive</b>	<b>GDP (+2.5%)</b>	
<b>2011</b>	\$87.9	\$81.4	\$99.1	<b>\$85.0</b>
<b>2012</b>	\$85.3	\$73.8	\$96.5	<b>\$81.0</b>
<b>2013</b>	\$82.8	\$66.2	\$93.9	<b>\$76.0</b>
<b>2014</b>	\$80.3	\$58.2	\$91.2	<b>\$70.0</b>
<b>2015</b>	\$77.8	\$49.7	\$88.4	<b>\$64.0</b>
<b>2016</b>	\$75.5	\$40.8	\$85.6	<b>\$57.0</b>
<b>2017</b>	\$73.2	\$31.4	\$82.8	<b>\$52.0</b>

# Canada Commercial Printing Shipments (NAICS 323) 1992 - Feb '11

12-month Moving Totals in millions of dollars; original data from Statistics Canada  
in current C\$, inflation-adjusted \$C, exchange-rate adjusted current US\$, inflation-adjusted US\$  
© 2011 WhatTheyThink Economics & Research Center



# Canada Forecast as of 5/11

Forecast in Billions of Inflation-Adjusted \$C			
Forecast Model	Conservative	Aggressive	Mean
2011	\$8.8	\$7.9	\$8.4
2012	\$8.5	\$6.8	\$7.6
2013	\$8.3	\$5.4	\$6.9
2014	\$8.1	\$4.0	\$6.0
2015	\$7.8	\$2.5	\$5.1
2016	\$7.6	\$0.8	\$4.2
2017	\$7.4	\$0.0	\$3.7



# Download PrintCEO Forum presentation and sign up for Webinar

- Print CEO Forum: “Turbulent Ride to 2020”
  - [Slides](#)
  - [Audio](#)
- April 20 Economic Webinar Archive (FREE)
  - Download slides and audio, or watch with slides online
  - <http://whattheythink.com/webinars/150/>

# WhatTheyThink?

## Research Reports



WhatTheyThink's special reports are timely, reliable, and unique information resources that clients can use to enhance their businesses, reduce their risk, and ensure their professional positions.

- Regular business conditions, printing shipments, and profits reports help businesses keep their fingers on the pulse of the industry and the general macroeconomic environment.
- Industry demographic reports help clients target opportunities by graphic communications market.
- Technology primers help users get up to speed on new media and technologies, to help stay two steps ahead of the competition—and their own clients.

WhatTheyThink reports are written by leading industry writers and analysts.

Check out our complete offerings at <http://store.whattheythink.com>.

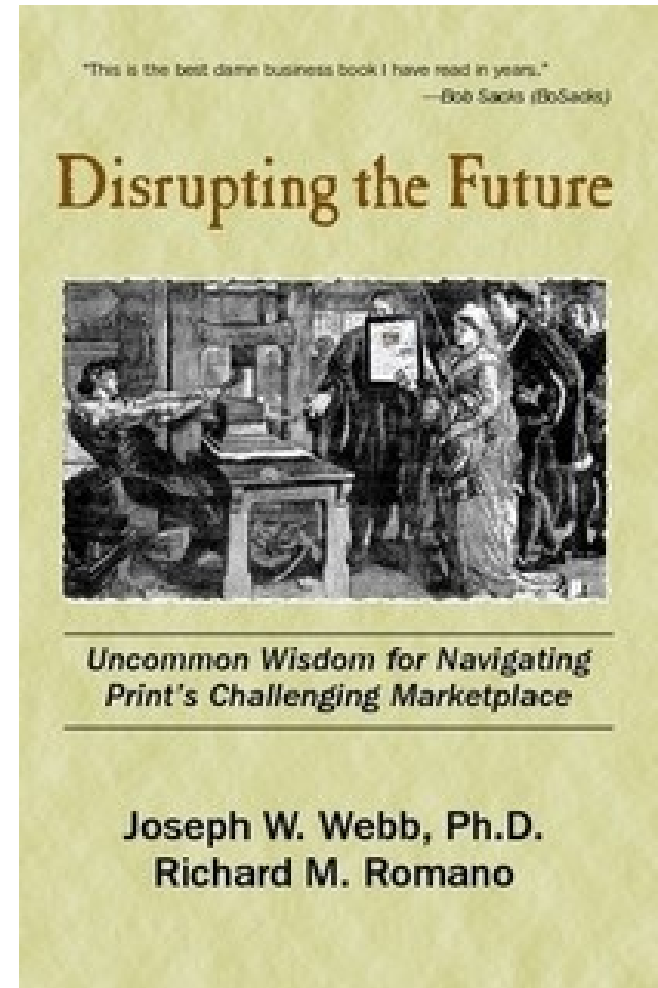
The WhatTheyThink InPrint series offers select research reports in a printed edition. Printed reports can be customized for individual customers.

Upcoming titles in the WhatTheyThink InPrint report series:

- *The iPad: What It Is, What It Isn't, and What It Means for Graphic Communications Professionals*
- *Print & Creative 2010 Yearbook and 2011 Forecast*
- *E-Books: From Cellar to Bestseller*

# <http://tinyurl.com/disruptingresources>

- Download the PDF with live hyperlinks
- Download “Renewing the Printing Industry”
- Download PDFs and Powerpoint files used in “Disrupting”



# Notes about this data series

- Original data series is published by the U.S. Commerce Department and can be found at <http://www.census.gov/indicator/www/m3/>
- CPI adjustment is based on data supplied by the U.S. Bureau of Labor Statistics [www.bls.gov](http://www.bls.gov) .
- Data series are for “Printing” and include all segments in NAICS 323; the data series includes commercial printing and trade services such as prepress and postpress.
- The data series does not include inplant printing, printing of newspapers in captive plants owned by newspapers, or packaging.
- New data are published every month on a preliminary basis; prior month shipments are updated by the Commerce Department.
- Canada data are from [Statistics Canada](#) and have the same definition as USA data
- The WhatTheyThink [Economics and Research Center](#) publishes updates to this data series monthly.

# About the WhatTheyThink Economics & Research Center

- The Economics & Research Center (ERC) is an expanded service of WhatTheyThink and features access to a wide range of industry data through text, audio, and video.
- The Center also produces a quarterly economic webinar where we review general economic, industry trends, and key issues that affect the demand for print and printing technologies
- Be sure to visit our [web site](#) for more information.