

# **North American Monthly Printing Shipments 2006 to 2010**

**with forecasts through 2016**

**Issue # 59, September 2010**

**USA data: up to August 2010**

**Canada data: up to July 2010**

# How to Use This Document

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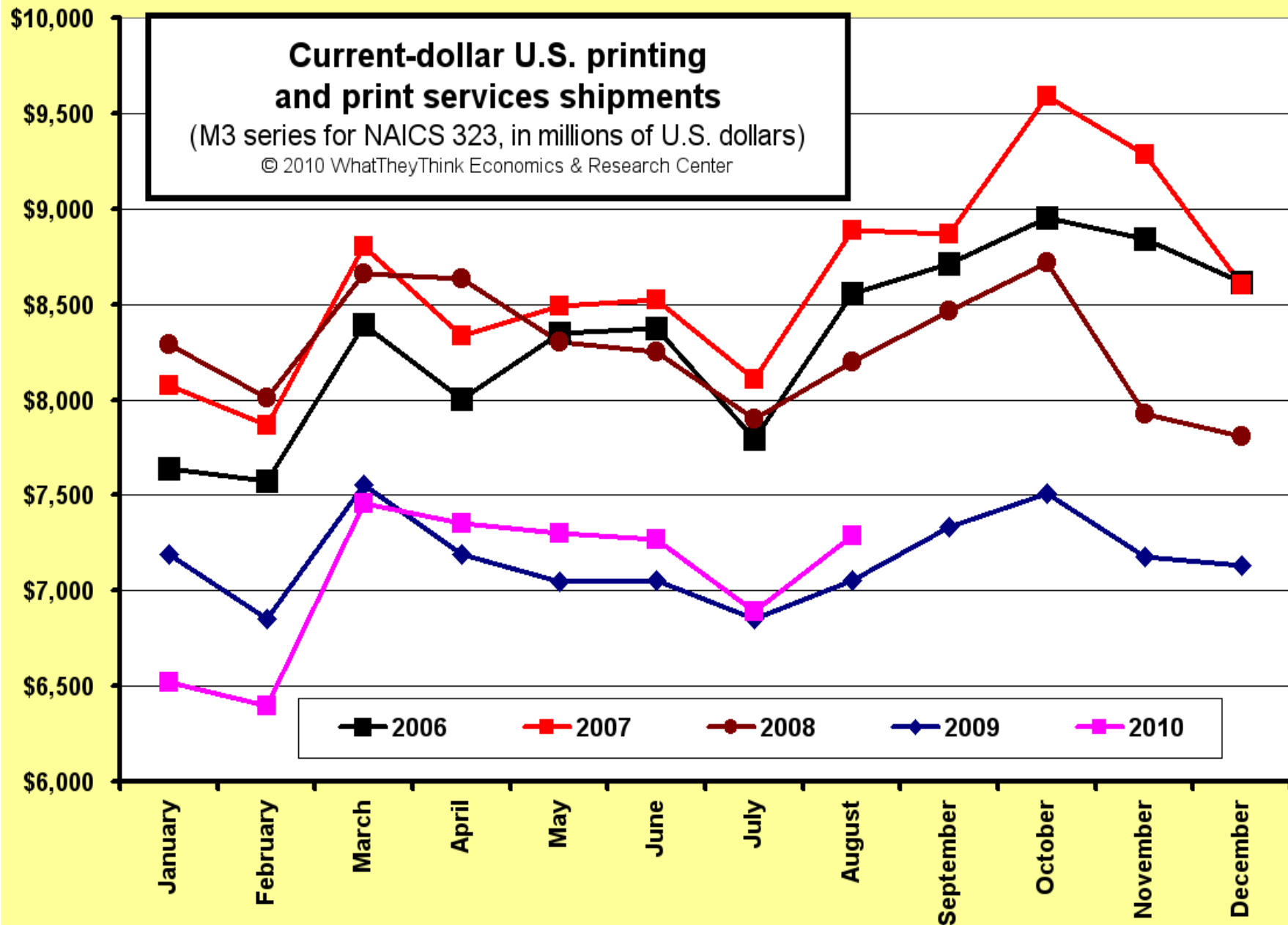
# Executive Summary

- 5 consecutive months of current dollar increase
  - Has not happened since 2007, Jun '04 – Nov '07
  - 4 of 5 months had inflation-adjusted increase
- August '10 current \$ shipments \$7.29 billion (+3.3%) +\$235MM vs. August '09; +\$154MM real \$ (+2.2%)
- Is this an election effect? If so, it would be the first time in many years. It's too early to tell at this time.
- July Canada shipments were C\$687 million
  - Up +2.4% in current C\$ and up +1.4% inflation-adjusted
  - On US\$ basis, up +13.6% in current, +12.5% inflation-adjusted
- 2010 WTT ERC US comm'l printing forecast revised up \$85B for USA, C\$8.9B for Canada
  - Forecasts may turn out to be slightly low

# Current-dollar U.S. printing and print services shipments

(M3 series for NAICS 323, in millions of U.S. dollars)

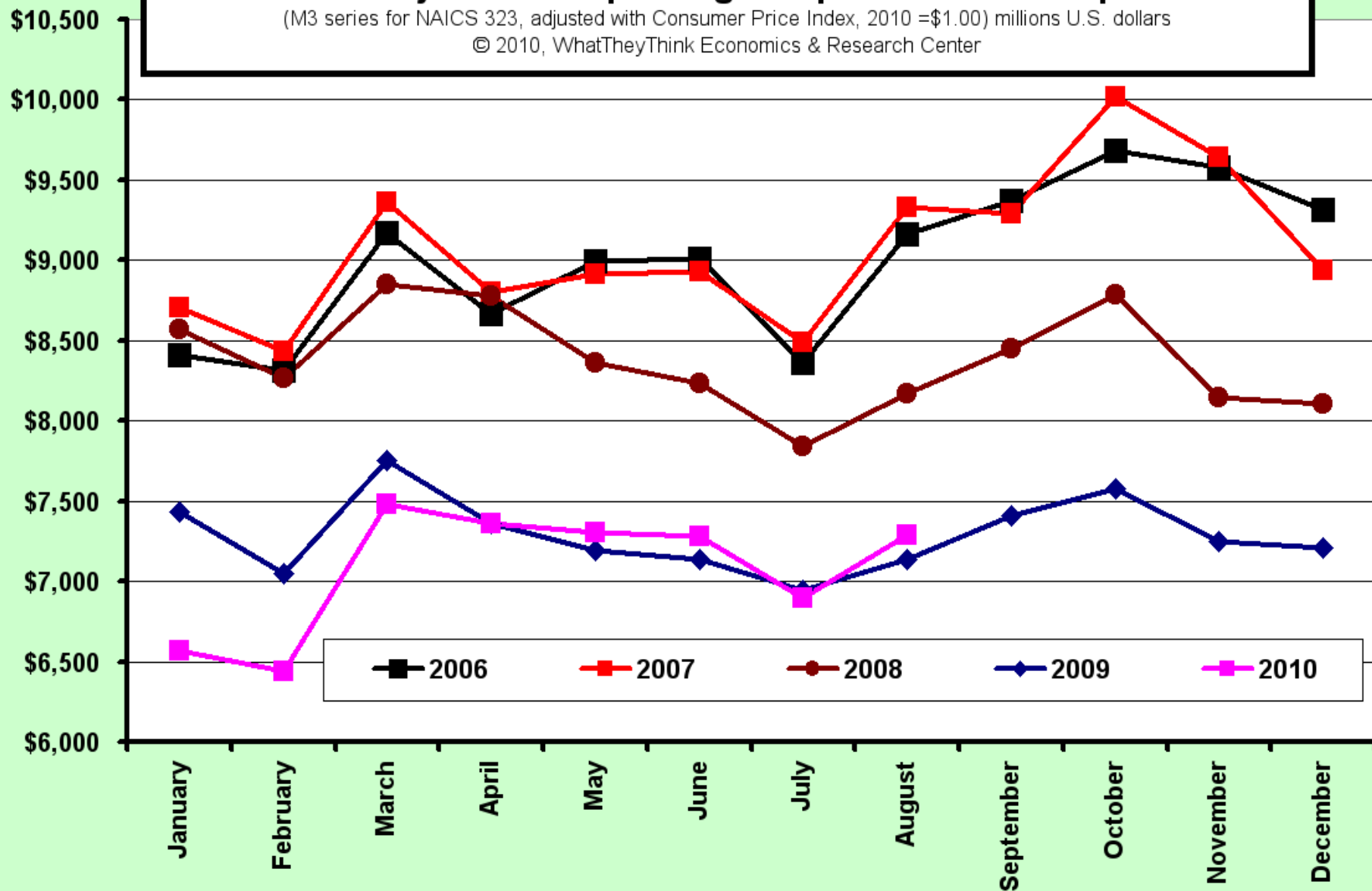
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## Inflation-adjusted U.S. printing and print services shipments

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

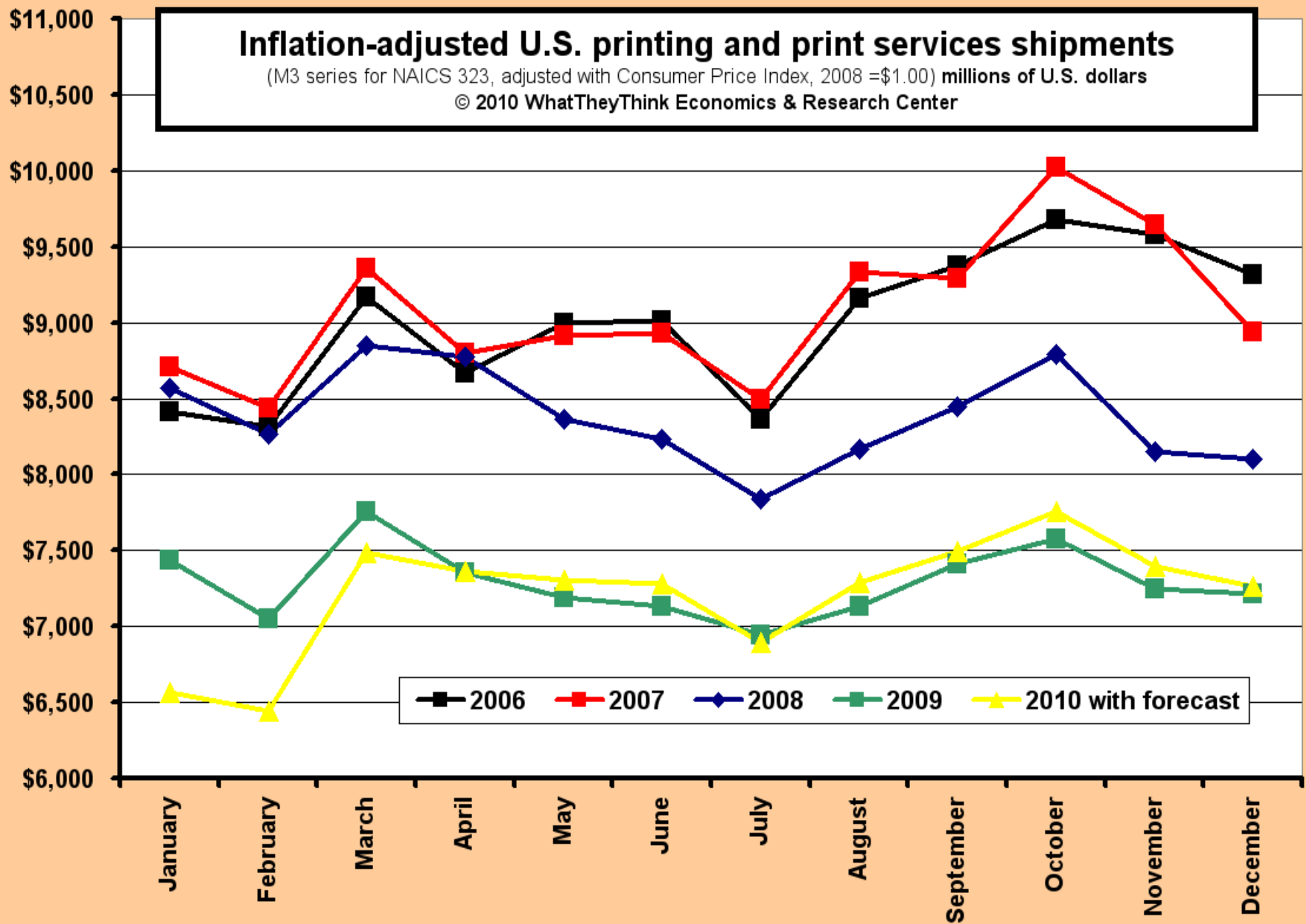
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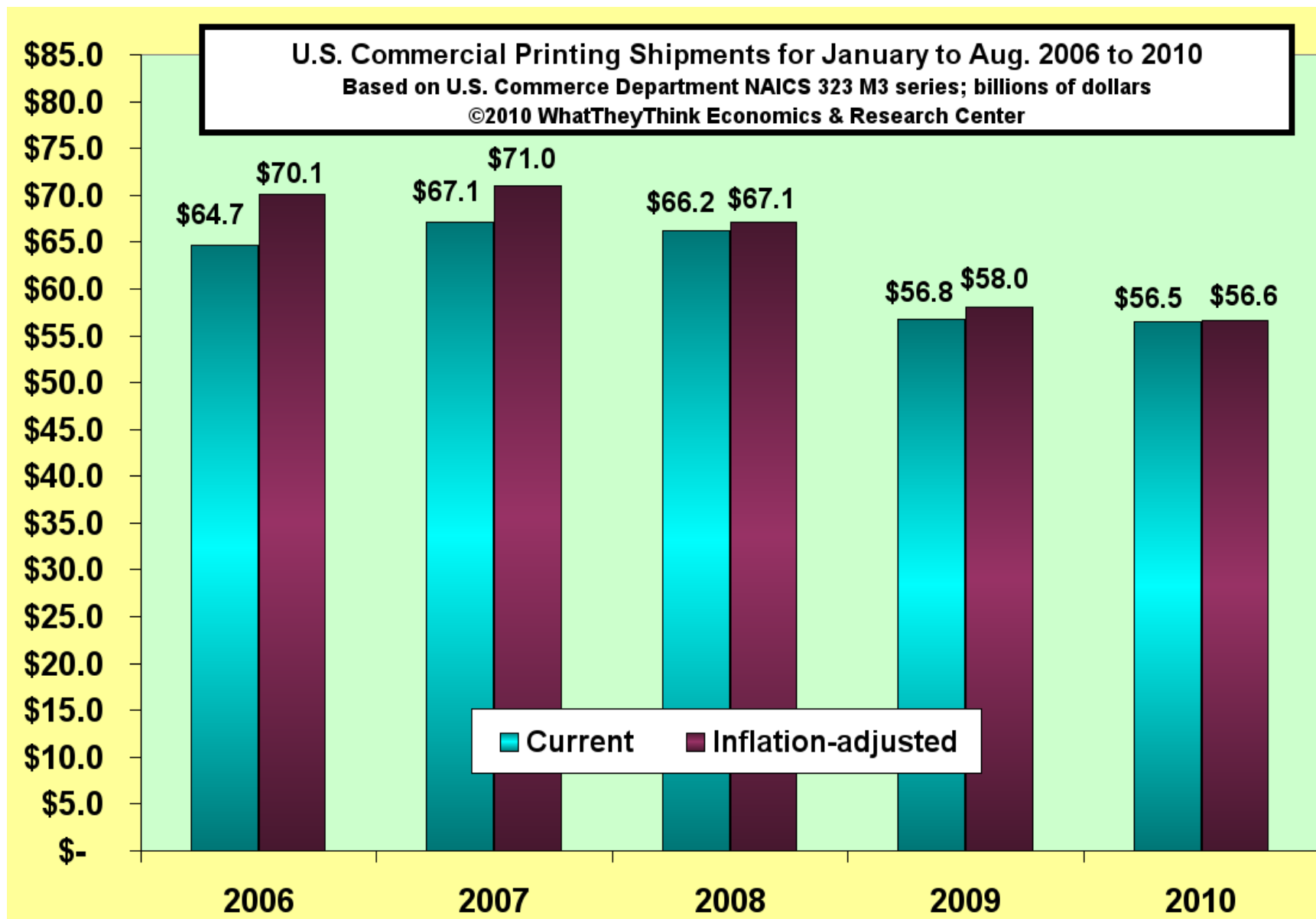


## Inflation-adjusted U.S. printing and print services shipments

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

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# Updated U.S. Forecasts (as of 10/2010, in 2010\$)

	FORECASTS BY STATISTICAL MODELS			<i>WTT ERC Qualitative Forecast</i>
	Conservative	Aggressive	GDP (+2.5%)	
<b>2010</b>	\$86.5	\$83.9	\$101.6	<b>\$85.0</b>
<b>2011</b>	\$83.8	\$77.1	\$99.1	<b>\$81.0</b>
<b>2012</b>	\$80.3	\$69.8	\$96.5	<b>\$76.0</b>
<b>2013</b>	\$77.0	\$61.9	\$93.9	<b>\$72.0</b>
<b>2014</b>	\$73.9	\$53.6	\$91.2	<b>\$67.0</b>
<b>2015</b>	\$70.8	\$44.8	\$88.4	<b>\$62.0</b>
<b>2016</b>	\$67.9	\$35.6	\$85.6	<b>\$55.0</b>



# Comparison of Forecasts

	FORECASTS BY STATISTICAL MODELS			WTT ERC Qualitative Forecast
	Conservative	Aggressive	GDP (+2.5%)	
2010	\$83.5	\$82.7	\$93.5	\$82.0
2011	\$78.0	\$76.6	\$91.1	\$76.0
2012	\$72.9	\$69.2	\$88.6	\$71.0
2013	\$68.1	\$61.4	\$86.0	\$64.0
2014	\$63.6	\$53.0	\$83.4	\$59.0
2015	\$59.4	\$44.3	\$80.8	\$54.0
2016	\$55.5	\$35.0	\$78.0	\$51.0

Forecasts made  
after March  
2010 data  
released

Latest forecasts  
after 5 months of  
current \$  
increases, using  
August 2010 data

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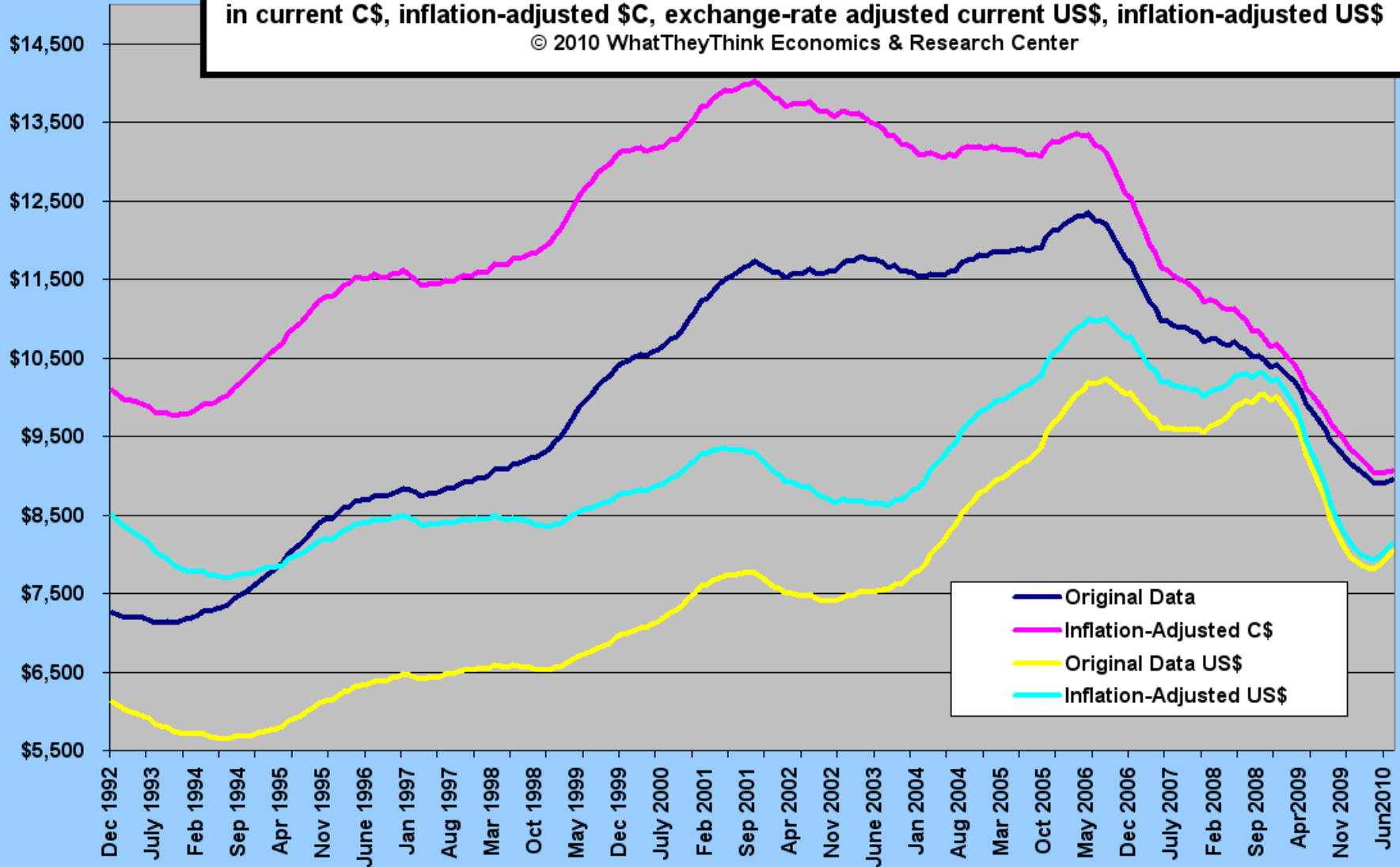
# Is the Increase an Election Effect?

<b>July-Sept</b>	<b>Current\$</b>	<b>Full Year Current\$</b>	<b>Infl-adj\$</b>	<b>Full Year Infl-adj\$</b>
2004	3.1%	1.1%	0.4%	-1.5%
2006	2.4%	3.0%	-1.0%	-0.2%
2008	-5.0%	-4.1%	-9.7%	-7.6%
<b>Aug-Oct</b>	<b>Current\$</b>	<b>Full Year Current\$</b>	<b>Infl-adj\$</b>	<b>Full Year Infl-adj\$</b>
2004	2.9%	1.1%	0.1%	-1.5%
2006	1.5%	3.0%	-0.9%	-0.2%
2008	-7.1%	-4.1%	-11.3%	-7.6%



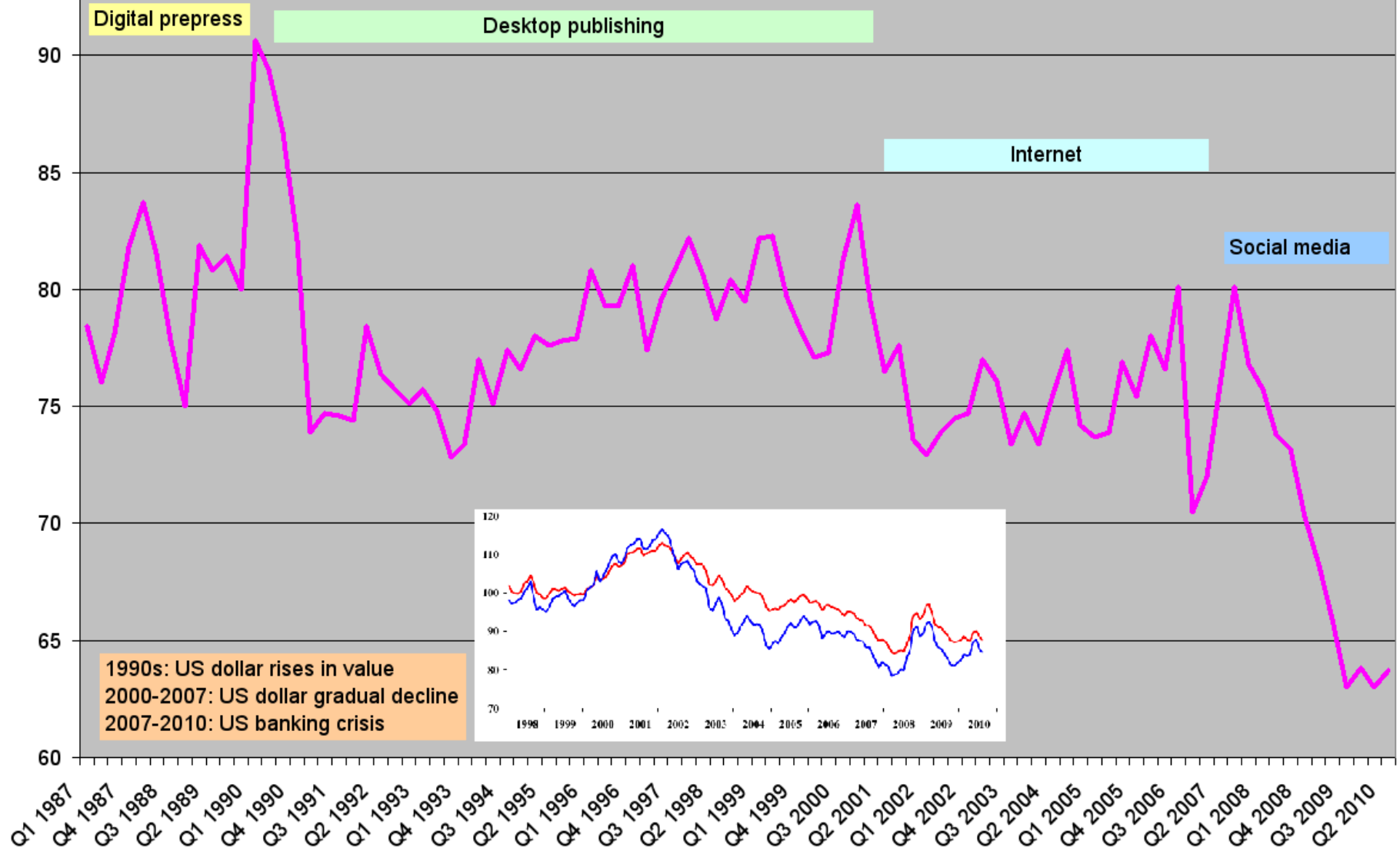
# Canada Commercial Printing Shipments (NAICS 323) 1992 - July '10

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\$  
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# Canada NAICS 323 Capacity Utilization

Original data from Statistics Canada; Analysis © 2010 WhatTheyThink



# Canada Forecast as of 10/10

Forecast in Billions of Inflation-Adjusted \$C			
Forecast Model	Conservative	Aggressive	Mean
2010	\$9.1	\$8.9	\$9.0
2011	\$9.1	\$7.8	\$8.5
2012	\$8.9	\$6.6	\$7.8
2013	\$8.7	\$5.3	\$7.0
2014	\$8.5	\$3.9	\$6.2
2015	\$8.2	\$2.4	\$5.3
2016	\$8.0	\$0.8	\$4.4

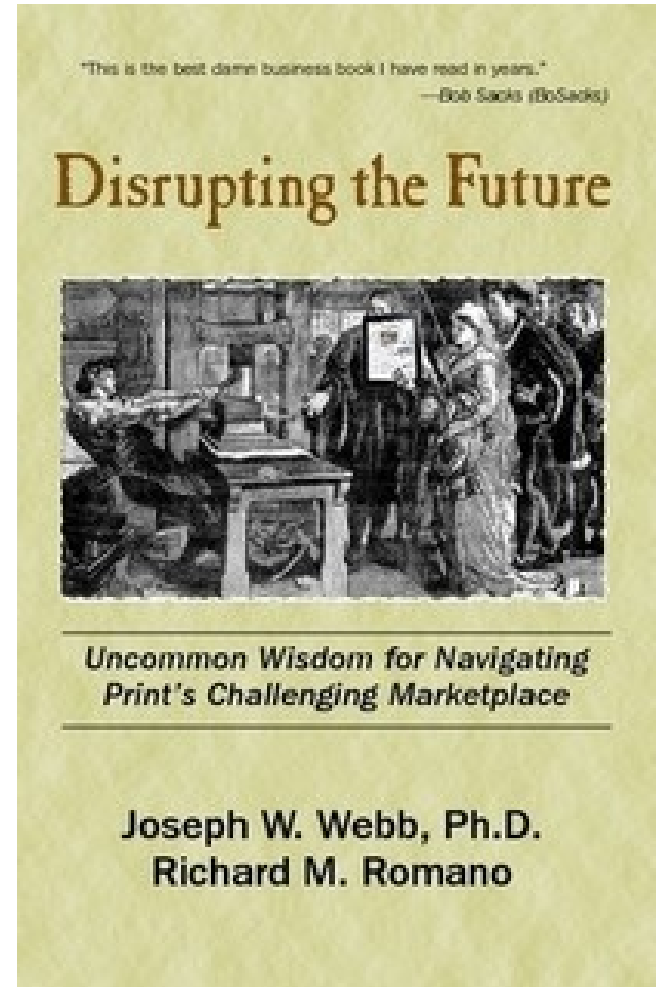


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- Download the PDF with live hyperlinks
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- Download PDFs and Powerpoint files used in “Disrupting”



# 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.