



**FESPA**

**Insight For Action**

# **PRINT CENSUS**

## **COMPLETE FESPA'S GLOBAL SPECIALTY PRINT MARKET SURVEY**

A global research initiative designed to gather and share essential market intelligence for the print community.

As a printer in graphic or textiles, or a sign maker, you know that process automation software, AI tools, and sustainability demands are creating the need to adapt to stay viable in competitive markets.

FESPA's Print Census now runs on a six-month cycle to deliver more relevant insights - more often. It takes just 10 minutes to complete, making it easy to fit into your busy day.



**Join our global specialty print  
network to receive your copy:**

[www.fespa.com/become-a-member](http://www.fespa.com/become-a-member)



# Insight For Action

Join our global specialty print network to receive your copy:

[www.fespa.com/become-a-member](http://www.fespa.com/become-a-member)

## WHY PARTICIPATE?

By contributing to this survey, you'll gain exclusive access to up-to-date benchmarking data that will help to:

- ▀ See how your business compares to your competitors
- ▀ Guide your next investment decisions
- ▀ Stay ahead of market trends

You'll also receive:



A copy of the Free Executive Summary



A chance to win one of five €100 Amazon gift cards

## WHAT'S COVERED IN THE SURVEY?

This edition focuses on three key areas driving change across the print industry:

- ▀ **Sustainability.** With 72% of print buyers seeking eco-friendly solutions, sustainability is no longer optional. Encouragingly, most PSPs report meeting these demands without raising prices. This reflects a growing opportunity to align environmental responsibility with profitability.
- ▀ **Artificial Intelligence (AI).** AI is streamlining operations by automating prepress, job scheduling, and colour management. It's also unlocking scalable personalisation through intelligent customer data analysis - enhancing both efficiency and engagement.
- ▀ **Process Automation.** To meet growing demand for faster turnarounds and smaller job runs, automation is eliminating production bottlenecks, increasing throughput, and reducing labour costs.

## ACCESS THE FULL REPORT

FESPA members will receive the complete Print Census report as part of their membership benefits.