PRINTING UNITED ALLIANCE

About PRINTING United Alliance

PRINTING United Alliance is North America's largest member-based printing and graphic arts trade association, designed to unite all segments of the printing industry under one organization. The Alliance brings together over 20,000 members from areas across the industry spectrum. Members benefit from resources including education, advocacy, research, and networking, all aimed at supporting professional growth and industry advancement. The Alliance's media brands—Printing Impressions, Packaging Impressions, Wide-format Impressions, In-plant Impressions, Promo Impressions, and Apparelist—offer comprehensive, industry-specific insights, covering trends, technology, and regulatory issues to keep members informed and competitive.

U.S. Market Overview

- Industry Size: $90.3 billion (2025 estimate)
- Number of Businesses: 44,169+ establishments
- Employment: 380,000+ employees
- Annual Payroll: $21.6 billion
- Top Printing Hubs: California, Florida, Illinois, New York, and Texas

Sources: U.S. Bureau of Labor Statistics; IBISWorld

Printing Segments

- Apparel Decoration
- Commercial Printing
- Digital Packaging
- Digital Textile
- Graphics Production
- Industrial Applications & Printed Electronics
- Installers & PDAA

Industry Trends

Artificial Intelligence
Artificial intelligence (AI) and machine learning (ML) are revolutionizing the digital printing industry, enhancing efficiency, creativity, and customization capabilities.

Digital Transformation
Digital printing remains a cornerstone of the printing industry, offering versatility, speed, and quality that traditional printing methods cannot match.

Print-On-Demand
Print on demand (POD) supports just-in-time production, enhances customization options, and allows for rapid response to market trends.

Sustainability
There is a strong demand for eco-friendly print products and sustainable printing processes.

Smart Packaging Growth
Smart packaging involves utilizing an innovative approach by integrating new printing technologies like RFID tags, sensors, and QR codes. Custom packaging & labels are major revenue drivers.

Personalization
Demand for personalized printed products is increasing.

Industry Challenges

- Labor Shortages
- Rising Costs in Raw Materials/Inflation
- Tariffs on Paper, Paper-based Products, Steel and Aluminum
- Unfavorable Tax Environment
- Overly Burdensome and Costly Regulations

Despite challenges, the printing industry continues to innovate and adapt to meet modern needs.

Learn More: PRINTING.ORG

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