

Commercial Printing Report, Summer 2026

EXECUTIVE SUMMARY

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Sponsored by Canon U.S.A., Inc. Canon

Produced by the PRINTING United Alliance for its members.

PRINT BUSINESS OUTLOOK SERIES

EXECUTIVE SUMMARY

PRINTING United Alliance conducts its State of the Industry Survey (SOI) each quarter to assess current business conditions and emerging trends across the commercial printing sector. This report draws on the most recent dataset, collected in spring 2026, and reflects input from 151 companies that identify commercial printing as their primary line of business. These businesses, with annual sales ranging from less than $500,000 to more than $300 million, provide a broad snapshot of the industry. More than 80% have diversified beyond commercial printing, most often into graphic and sign (wide-format) production and label and package printing. The findings offer a comprehensive view of industry performance for full-year 2025 and conditions in early 2026.

The analysis highlights trends in sales, operating costs, pricing, real (inflation-adjusted) sales, and pre-tax profitability. It evaluates how tariffs and cost inflation are shaping financial outcomes and examines current and expected business conditions, key business indicators, and sales expectations for the remainder of 2026.

In addition to financial and operational indicators, the report explores how client purchasing habits are evolving, the factors affecting print buyers, how demand for key print services is trending, and the growing role of services in addition to printing. The report also summarizes capital investment rates and how commercial printers expect future investment rates to compare with current rates.

PRINTING United Alliance members can download the *Commercial Printing Report, Summer 2026* here.

Canon

Canon U.S.A., Inc. is a leader in digital imaging and printing solutions with one of the broadest portfolios in the industry, offering solutions such as digital presses, production ink-jet presses, wide-format printers, workflow solutions and professional services. With approximately $28.5 billion in global revenue, its parent company, Canon Inc., as of 2024 has ranked in the top-10 for U.S. patents granted for 41 consecutive years†. Canon U.S.A. is dedicated to its Kyosei philosophy of social and environmental responsibility.

KEY FINDINGS

Uncertainty and cost inflation driven by erratic tariff policies dampened sales and pressured margins across the commercial printing industry in 2025. Key figures for commercial printing SOI participants follow. The figures are averages for the full year.

Sales decreased 0.3%. Results varied significantly from company to company – for example, the top 20% grew 13.1%, the middle 60% grew 0.3%, and the bottom 20% contracted 23.2% – but the trend is clear: Companies reporting sales were flat or down outnumbered companies reporting sales were up 66.7% to 33.3% (Figure 1).

Figure 1: **Sales**

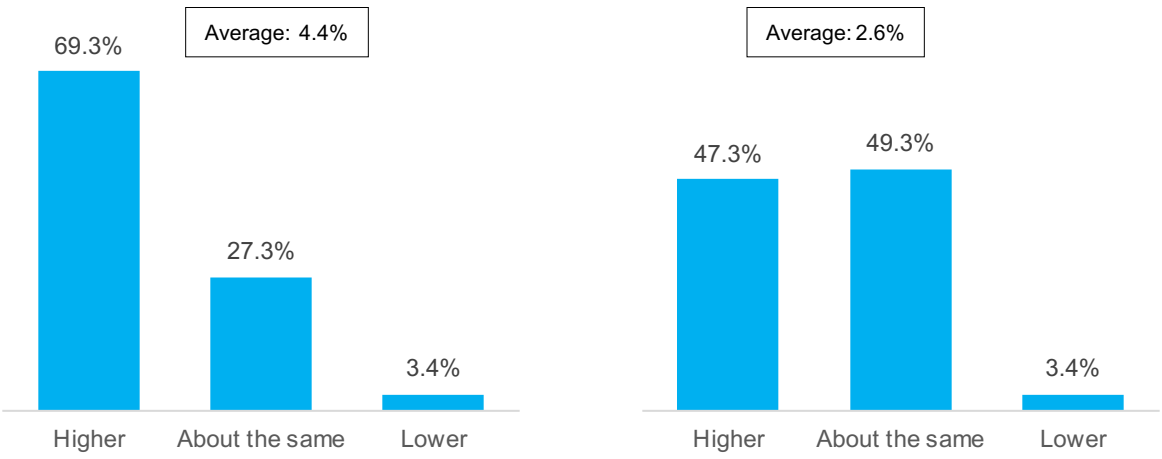
How commercial printing SOI participants' full-year 2025 sales (all sources) compared with year-earlier sales.



Operating cost inflation outpaced price increases 4.4% to 2.6%. Inflation arose from multiple sources, including postage, labor, substrates, consumables, energy, transportation, and insurance, and was widespread: 69.3% of commercial printers surveyed report costs rose strictly because of inflation. With markets so jittery and uncertain, only 47.3% raised prices as costs rose while 49.3% held prices steady and 3.4% reduced prices (Figure 2).

Figure 2: **Operating Cost Inflation and Prices**

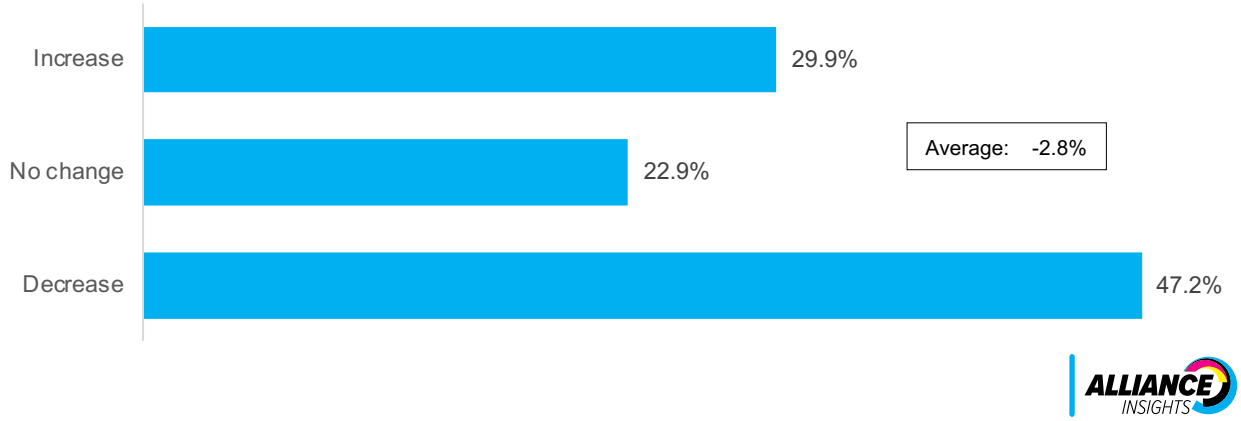
The left-hand chart shows how commercial printing SOI participants' operating costs changed in 2025 strictly because of inflation. The right-hand chart shows how prices changed on average.



Real (inflation-adjusted) sales, which measure production by stripping price change out of dollar sales, decreased 2.8%. Real sales increased for 29.9%, were flat for 22.9%, and decreased for 47.2% (Figure 3).

Figure 3: **Real Sales**

How commercial printing SOI participants' full-year 2025 real sales (dollar sales adjusted for price change) compared with year-earlier levels.



Pre-tax profitability, trapped between rising costs and declining real sales, increased for just 34.0% and was flat or down for 66.0% (**Figure 4**).

Figure 4: **Pre-Tax Profitability**

How commercial printing SOI participants' full-year 2025 pre-tax profitability (pre-tax profits as a percentage of sales) compared with year-earlier levels.



The full *Commercial Printing Report, Summer 2026* also covers current and expected business conditions; key business indicators; client purchasing trends; demand for key print services; services in addition to printing; and capital investment plans. PRINTING United Alliance members can download a complimentary copy at printing.org.


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