SALES: YEAR-OVER-YEAR

How 2020 sales compared with 2019 sales

- Higher: 20.0%
- Same: 2.2%
- Lower: 77.8%
- Lower by 10% or more: 64.8%
- Lower by 20% or more: 46.7%
- Lower by 30% or more: 28.5%

CONFIDENCE

Compared with current conditions, over the next month we expect business conditions to:

- IMPROVE: 59.1% (1st Qtr. 2021), 30.7% (4th Qtr. 2020)
- STAY THE SAME: 25.8% (1st Qtr. 2021), 35.5% (4th Qtr. 2020)
- DECLINE: 4.7% (1st Qtr. 2021), 20.6% (4th Qtr. 2020)
- NOT SURE: 10.4% (1st Qtr. 2021), 13.2% (4th Qtr. 2020)

CONVERGENCE

Have you diversified beyond your primary printing segment? 77.2% YES 22.8% NO

If you have, which segments have you entered?

- Graphic and Sign Production: 41.4%
- Package Printing/Converting: 20.5%
- Apparel Decoration: 12.9%
- Commercial Printing: 10.6%
- Functional Printing: 10.3%

PRODUCT MARKET EXPECTED GROWTH

The highest percentages of companies surveyed expect these products to grow over the next one to two years:

- Flexible Packaging: 69.6%
- Folding Cartons: 68.3%
- Wall/Architectural/Building Graphics: 63.4%
- Direct Mail: 61.4%
- Performance Wear: 57.6%

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*All Companies Surveyed. Includes commercial printers, graphic and sign producers, apparel decorators, functional printers, and package printers/converters. Segment-specific results are included in the full report.