



PRINT POWERS OPPORTUNITY

The printing industry is an economic driver in more ways than one. It provides jobs, generates revenue for other industries, and has a great return on investment! Learn more about how print powers opportunity below.

- Globally, the print industry is worth \$898 billion!
- The printing industry is 8 times the size of the video game industry.
- Print powers \$19.4 billion of the packaged food sector, \$17.8 billion of the medical/pharmaceutical sector, and \$12 billion of the publishing/non-newspaper sector.
- Combined, the print, paper, and mail value chain supports 7.5 million jobs in the United States.
- Print provides well-paying jobs! The average salary of employees in the printing and related support industries is \$23.21/hr.
- There are 42,060 printing plants in the United States employing more than 810,000 American workers.
- When it comes to shipping costs, the U.S. print and packaging industry generates \$166.2 billion in annual sales.
- Print impacts every state! There are at least 100 print facilities or 1,000 print industry employees in every state in the U.S.
- Looking ahead, the 3D printing industry is expected to bring 3-5 million skilled jobs back to U.S. shores in the next decade. This will yield up to \$900 billion in total economic value.
- Print provides great bang for your buck. On average, every \$167 spent on direct mail results in \$2,095 sales of goods or a 1,300% return on investment!

www.printpowersamerica.com

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4. U.S. Bureau of Labor Statistics, Printing and Related Support Activities: NAICS 3231, July 2019, <https://www.bls.gov/iag/tgs/iag323.htm>
5. 2018 Print Market Atlas, Printing Industries of America, Center for Print Economics and Management, 2018, <https://www.printing.org/programs/print-economics-management>
6. 3D Printing and the Future of the US Economy, A.T. Kearney report by Laura Taylor-Kale and Tim Simpson, 2019, <https://www.atkearney.de/operations-performance-transformation/article/?a/3d-printing-and-the-future-of-the-us-economy-article>
7. Alliance Business Services, <https://alliancebusinessservices.net/resources/blog/10-print-marketing-statistics-you-should-know.html>