

Modest Good News for Print Production

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InfoTrends has good news for the print production workflow market-- following its near-standstill during 2009's first half (lower demands, high exit rates, print service provider bankruptcies) due to the economic crisis the situation appears to start stabilising.

Western Europe follows the US in sales picking up during Q3.

InfoTrends predicts the global print production software market will have a CAGR of 5.2%-- with the market rising to \$8.6b by 2014.

The market's growth drivers include technological advancements and changing means of communication. New software provides workflow improvements together with increased communications material personalisation.

The forecast expects the creative layout, variable data and web-to-print segments to show high single-digit growth rates. Multi-channel communications has the highest yearly growth rate expectation of 22%.

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