



Décor Print Trends and Opportunities



▶ The Global Printed Décor Market

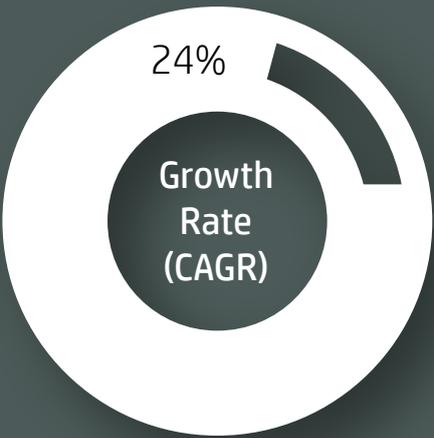
In 2017, the digital wallpaper market was valued at \$2.33 billion¹; that number is expected to balloon to just over \$13 billion by 2025, a compound annual growth rate (CAGR) of over 24%.

The growth of digital printed décor is being fueled by several factors. A boom in construction and increasing disposable incomes are powering the residential market. While a determined focus on customer and employee experiences is driving corporate growth.

Furthermore, today's generation, more than ever believe that their homes (and workspaces) are a reflection of their personalities, and are well aware of home fashion trends, globally.



This presents a huge opportunity for digital disruption within the décor print market and helps explain the meteoric rise of inkjet printing within this exciting high margin sector.



► What are printed interiors?

The décor print market is far more than just wallpapers. Fortunately, digital printing can support the enhancement of pretty much any surface. From walls, floors, ceilings, doors and windows, furnishings and upholstery, curtains and blinds, and worktops, the applications are endless.

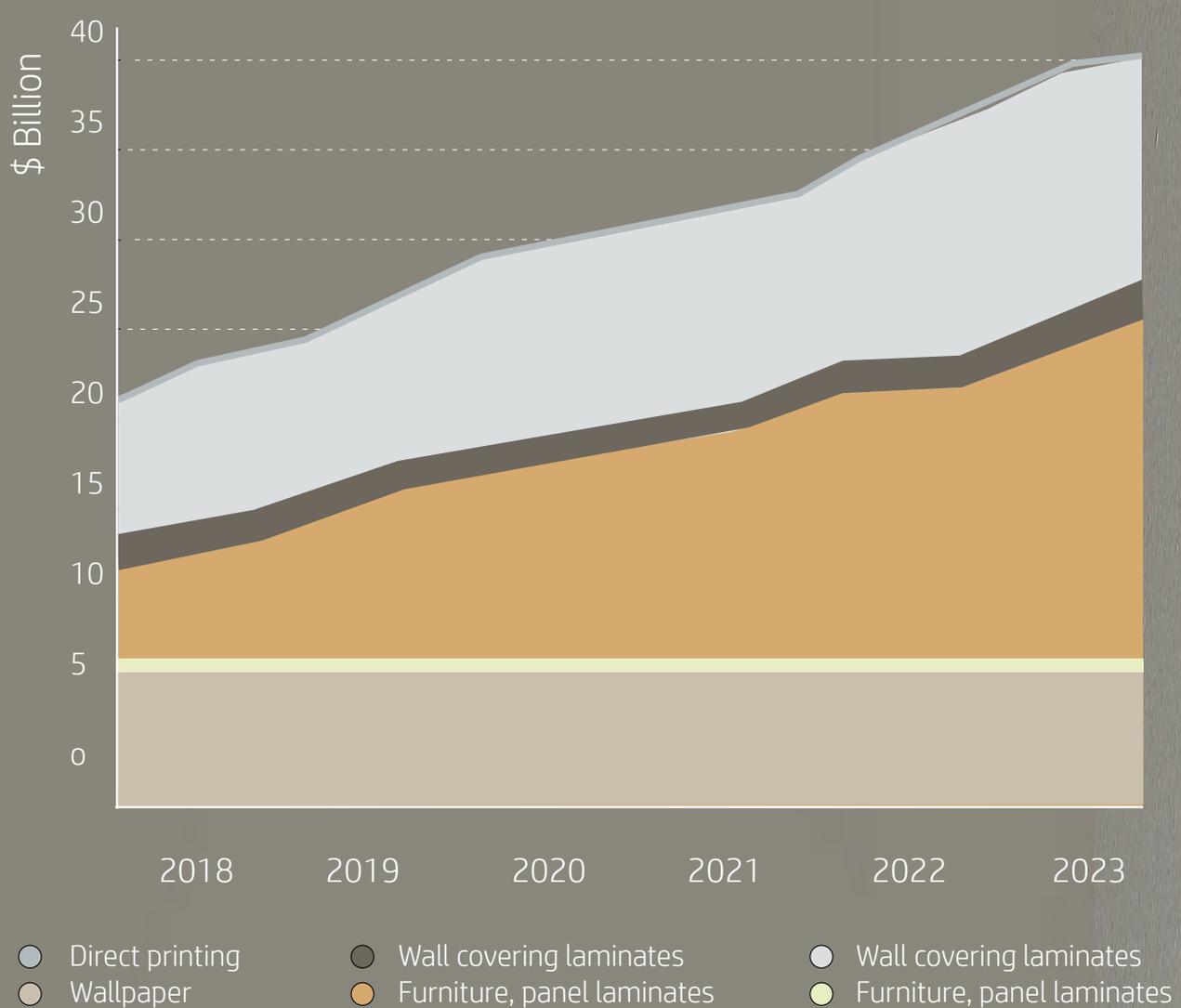


▶ The decorative print market is growing fast

The decorative print market is growing rapidly.

The Smithers research—The Future of Decorative Printing to 2023—forecasts the market to grow 5% annually from 2018 to 2023. Its 2018 market value being placed at almost \$19 billion.

The explosive growth of laminates can be explained due to the gaining popularity of trying to mimic natural materials like wood or stone. For example, stones such as granite or marble are far more expensive for a kitchen countertop than a laminate alternative that looks identical.





This creates a market opportunity for inkjet processes that are, as the report states, “increasingly better able to recreate the complexity and variability seen in natural materials.”

▶ Inkjet is the fastest-growing segment but adoption levels are still low

While gravure printing is the biggest process in decorative printing with almost an 84% share, inkjet is by far the fastest-growing process. It is projected to increase from 4.1% of the print value in 2013 to 13.8% by 2023².

Clearly, the opportunity for print providers is enormous with the potential of inkjet—principally in short-run and variable data printing—it is changing printer business models, disrupting established supply chains, and adding new value-add options.

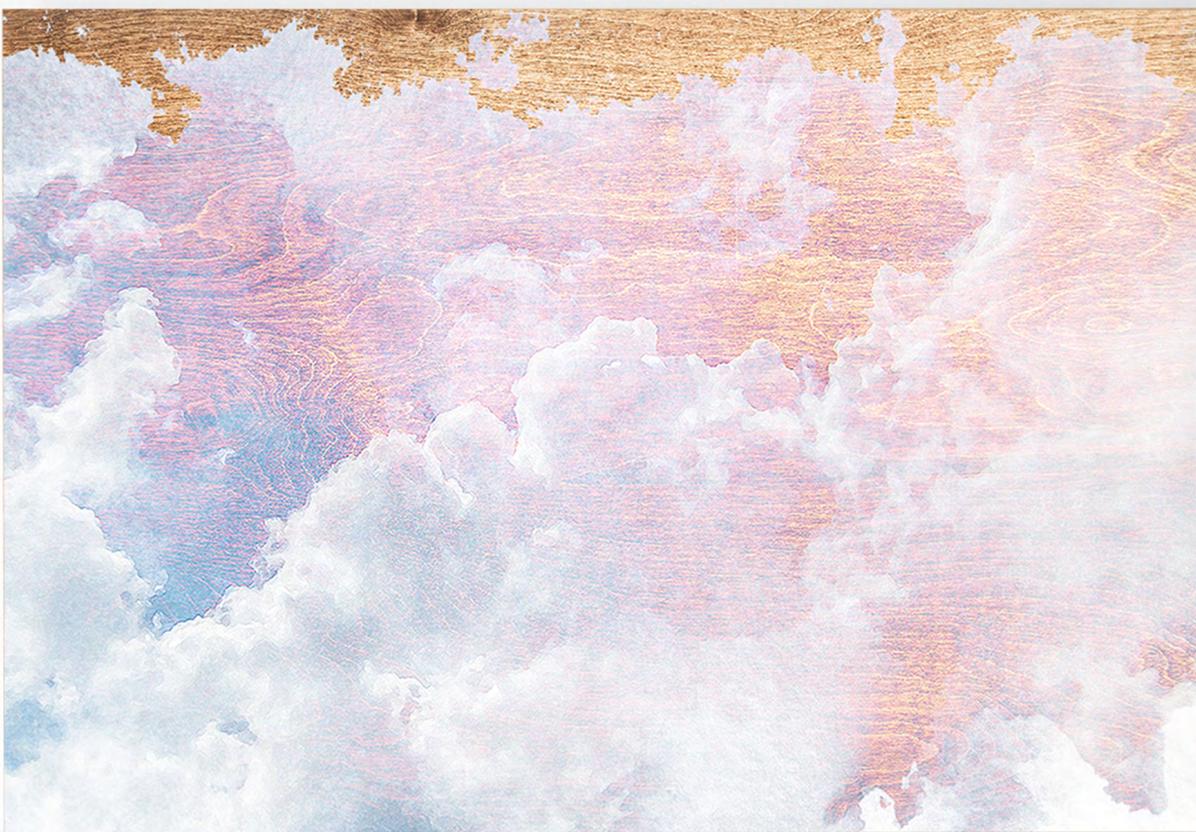


Inkjet



► Customization and Sustainability

Today's generation of consumers don't want to buy a product, they want to buy a lifestyle. They want to feel that whatever they are buying aligns with their personal values. And in terms of expressing those values, there are no bigger drivers for them than customization and sustainability.



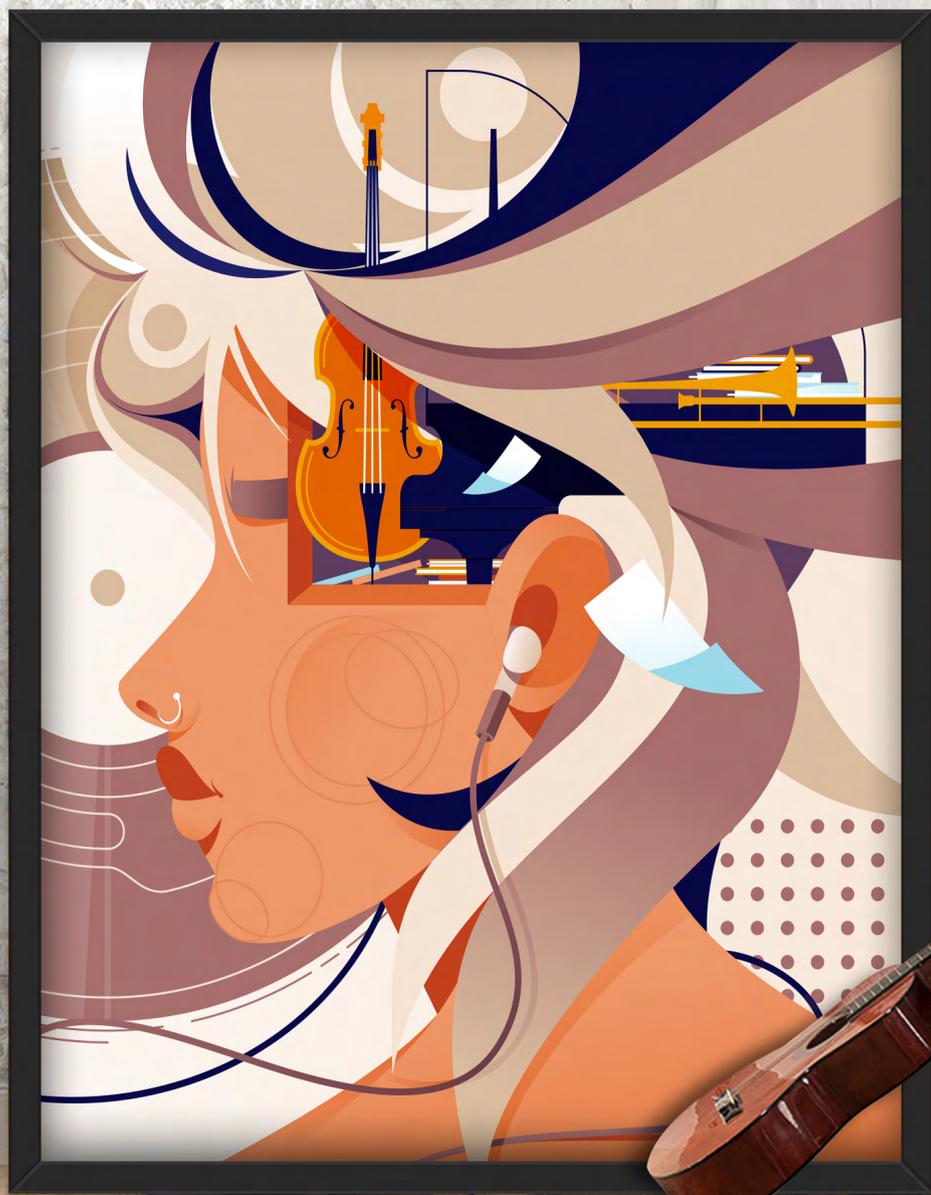
Customization

The last thing today's generation wants to do is follow the herd, and they're willing to pay more for the privilege. This applies equally to the sneakers they wear to how they decorate their homes. Sites such as Spoonflower, where you can design and print your own fabric, wallpaper, or gift wrap; are just an example of how "digitally native" print companies are tapping into the power of personalized items.

Design trends are rapidly spreading across the world, thanks to designers using Instagram, makeover shows on TV, and websites like Houzz.com. Those print companies that figure out how to connect consumers with their design influences are the ones that will reap the rewards.

FUN FACT

71% of consumers are willing to pay more for personalization.



Sustainability

In 2015, Nielsen polled 30,000 consumers in 60 countries around the world. They wanted to know more about what influences how people feel about brands, and how those feelings impact buying behavior. One overwhelming conclusion of the report? That across the board, consumers are willing to pay extra for sustainability.

This trend accounts for the increasing demand for eco-friendly furnishings. Many décor providers and manufacturers are going green due to the rising awareness among consumers about the effects of toxic finishes in the air inside homes and ill effects of deforestation on the climate.



▶ The digital printing advantage³

Global consumer trends favor the use of digital printing. But to compare digital against analog is a false comparison. Digital will find a place together with analog systems to boost efficiencies.



Shorter runs at low cost

The biggest single advantage of digital over analog is the ability to print on-demand with minimal setup and tooling costs. This enables print companies to become more agile.



Sustainability

Digital has the potential to bring significant advantages against analog alternatives—with less waste and use of chemicals and materials.



Design possibilities

Digital print unlocks creativity in a multitude of forms by removing constraints & limitations of patterns, colors, and substrates.





Source:

¹ <https://www.kaocollins.com/inktank/inkjet-creativity-driving-digital-wallpaper-growth/>

² <https://www.smitherspira.com/resources/2018/october/four-decor-print-trends>

³ <http://www8.hp.com/h20195/v2/GetPDF.aspx/4AA7-4499EEE.pdf>

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