

<b>INTRODUCTION</b>	<b>1</b>
<b>1. HISTORICAL PRINT MARKET REVIEW</b>	<b>3</b>
<b>1.1 General economic situation</b>	<b>3</b>
1.1.1 Global economic situation	5
1.1.2 European economic situation	7
1.1.3 European manufacturing industry	10
<b>1.2 European graphic industry</b>	<b>13</b>
1.2.1 Profile of the European graphic industry	15
1.2.2 Labour costs	21
1.2.3 Production value	24
1.2.4 Trade figures	30
1.2.5 Imports from China	38
1.2.6 Trade with the US	41
1.2.7 Trade with the UK	46
1.2.8 Trade with Switzerland	48
1.2.9 Trade with Norway	50
<b>1.3 European print markets</b>	<b>53</b>
1.3.1 Advertising	55
1.3.2 Socio-economic data	57
1.3.3 Press market	59
1.3.4 Book market	61
1.3.5 Publishing market	62
1.3.6 Ink market	64
1.3.7 Energy market	67
1.3.8 Postal market	69
1.3.9 VAT rates	72
<b>1.4 Selected country reports</b>	<b>73</b>
1.4.1 Bulgaria	75
1.4.2 Denmark	77
1.4.3 Germany	79
1.4.4 Italy	89
1.4.5 Latvia	92
1.4.6 Estonia	94
1.4.7 The Netherlands	95
1.4.8 Norway	105
1.4.9 Portugal	106
1.4.10 United Kingdom	114
<b>2. 2022 PRINT MARKET REVIEW</b>	<b>127</b>
<b>2.1. 2021-2022 paper supply disruptions</b>	<b>127</b>
2.1.1 Profile of the paper industry	129
2.1.2 Production of paper	131
2.1.3 Consumption of paper	132
2.1.4 Price developments	134
2.1.5 Graphic paper capacity	136
2.1.6 European reliance of paper, pulp and wood from Russia	138
<b>2.2. Smithers European print market review 2021-2026</b>	<b>143</b>
2.2.1 Introduction	145
2.2.2 The European Print Market	145
2.2.3 The market in 2021 and beyond	147
2.2.4 Supply chain issues	148
2.2.5 Market forecasts	149
2.2.6 National markets	150
2.2.7 Print products	151
2.2.8 Printing processes	152
2.2.9 Printing equipment	153
2.2.10 Summary	154
<b>3. ANNEX</b>	<b>155</b>

**Liability**

The information given in the report has been established to our best knowledge and is as accurate as possible. The textual parts reflect views of the contributors, which are not necessarily those of Intergraf. Intergraf is not responsible for the use which might be made of the information contained in the report. Intergraf accepts no liability for business decisions based on the content of the report. These remain the total responsibility of users of the information.

**Copyright**

All rights reserved. No part of the publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the written permission of Intergraf.