

For Immediate Release
October 2009

Photobook market to grow 36% in Western Europe this year

The European photobook market is on track for continued healthy growth, with demand projected to reach nearly 14.5m units this year, up from 10.7m in 2008, according to a new Photobook Market Report from Futuresource Consulting.

“Although market volumes have been affected by recent economic conditions, the segment has put in a strong performance, with pricing holding up well,” says Joanna Wright, Senior Market Analyst, Futuresource Consulting. “In value terms, the European photobook market is establishing itself as a significant contributor to industry revenues, with our projections showing a market value of nearly 400 million Euros by the end of this year.”

In line with the Futuresource US photobook study carried out earlier in the year, online continues to drive the bulk of European purchases, accounting for almost 90% of orders in 2008. However, retail volumes will grow as we move forward, encouraged by the introduction of customer-friendly solutions like the Kis Instant Photobook kiosk, Fuji’s duplex dry minilab and Kodak’s Apex. Future growth will be fuelled by greater availability of services and products, particularly at retail, where promotional activities are expected to increase predominantly through in-store displays and price promotions.

“We carry out in-depth primary research on an ongoing basis, obtaining inputs from a wide range of companies operating in the photobook business, including key manufacturers, vendors, online service providers and retailers,” says Wright. “This research is showing us that all Western European countries are displaying similar buying patterns, with a clear distinction between first-time users and repeat purchasers, the latter typically opting for larger formats and more pages.”

In terms of photobook production, the market remains fragmented, with a mix of photo brands such as CeWe Color, Photobox and Extrafilm, commercial print houses like SchmidKonz, Infowerk and E-Center, and specialist photobook companies such as Albumprinter and Hofmann, all vying for market share. Futuresource research indicates that there are more than 60 photobook manufacturers in Western Europe alone, with the leading six manufacturers taking more than 50% of the market.

Projections from Futuresource show that more than 23 million photobooks will be shipped in 2012, with online purchases continuing to dominate. Larger format and higher value books will also take a bigger share of the market, along with increased page runs,

personalised photo covers, glossy paper stock and embossing all ensuring continued price buoyancy.

For more information or to buy this market report, please contact Joanna Wright on +44 (0) 1582 500 147 or via email to joanna.wright@futuresource-hq.com.



Save the date

The Futuresource Entertainment Summit
10-11 June 2010, London, UK

Covering all business opportunities presented by new home entertainment technologies, platforms and delivery systems, this year's conference focuses on the strategic impact of 3D, the rise of IP connected devices and the changing face of retail, plus revenue stream development and optimisation for Blu-ray and online content services.

Find out more at www.futuresource-consulting.com/events.htm

Notes

Futuresource Consulting is a specialist research and knowledge-based consulting company, providing its clients with expertise in consumer electronics, digital imaging, entertainment media, broadcast, optical manufacturing, storage media and IT.

Authorised use of information

All information provided by Futuresource in any form is proprietary information that belongs to Futuresource and is protected by UK and international copyright law. Except as outlined below, direct or indirect reproduction of information, in whole or in part and by any means, is prohibited without the express written consent of Futuresource.

Members of the press may use a press release in its entirety or take segments from it as necessary; they may also use a graph, a slide, or a section of a supplied research report less than fifty words long, provided all text is identified as "Source: Futuresource" and all graphics are credited with "Futuresource, copyright 2009".

Media Contact

For industry comment, forecasting and trends, contact Andy C Watson at Futuresource.

Direct Dial: +44 1582 500169
Email: andy.watson@futuresource-hq.com
Web: www.futuresource-consulting.com

<ENDS>