

For Immediate Release  
January 2010

## Industry Update: The Photobook Market

Commentary from Joanna Wright, Senior Market Analyst, Futuresource Consulting



The photo industry continues to evolve and experience significant change, with falling demand for 6x4" hardcopy prints (worth €4.5 billion in 2006, against €2.8 billion in 2009), and the photobook and photo-merchandise market shaking up the traditional photo market. It is clear that consumers are becoming more creative and are looking for different ways to share their images, encouraged by the many options now available to them.

According to Futuresource forecasts, photobooks are seeing the strongest market growth, with 51% in 2008, representing nearly 11 million books at an average price of €28. This has been driven primarily by 6x4" replacement demand and an increase in the availability of quick, cost-effective product offerings.

As the focus of the industry continues to shift towards photobook and photo-merchandise products the impact is significant. Traditional photo brands are having to focus on investment in new equipment and printing technologies; distribution channels are also changing as the online sector begins to exert pressure on traditional bricks and mortar retail, and various market entry strategies have flooded the market with new companies, which stand alongside traditional photo brands, commercial print houses and photo-merchandise specialists, all vying for market share.

Looking further out into this year, Futuresource analysis shows the photobook market will continue to dominate, accounting for 58% of the photo-merchandise market by the end of 2010, followed by the calendar market accounting for 16% and wall décor at 12%, while the single image gifts sector will represent 8% and photo cards 6%.

### 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.fes2010.com](http://www.fes2010.com)

### 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, provided all text is identified as "Source: Futuresource" and all graphics are credited with "Futuresource, copyright 2010".

# Press Release



## 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](mailto:andy.watson@futuresource-hq.com)

Web: [www.futuresource-consulting.com](http://www.futuresource-consulting.com)

<ENDS>