

Photo Imaging News®

+1-239-398-0440, donfranz@earthlink.net



+1-208-939-3301, fjbaillargeon@f22consulting.com

New Report Analyzes Growing Photo Printing Opportunities in the USA

This 150+ slide PowerPoint report, completed at the end of 2017, provides a comprehensive review of the \$10 Billion US market for consumer and professional photo printing. Researched and written by Frank Baillargeon of f/22 Consulting and Don Franz of Photo Imaging News, the report reviews the size of various market segments and key trends influencing future growth.

The \$3.8 Billion 2016 consumer segment analyzes six product categories by major retailer and ordering method, with growth conservatively forecast to gain 18% by 2018. Key trends and drivers that will continue to expand this market are reviewed.

The \$6.3 Billion 2016 professional segment breaks the overall photo printing market into three basic categories – Conventions/Events; Schools; and Portraits – each one further divided into multiple sub-categories. While some of the sub-categories are declining, the overall market is growing as the number of “pro” photographers continues to expand. More “gig” photographers, who use sophisticated equipment to shoot a limited number of events and then mainly provide only the images, are driving this growth, and other key trends are detailed.

The cost of this study is only \$3,500. A more detailed overview, along with an order form, can be found at:

[Expanding U.S. Photo Print Report 2017 - Table of Content](#)