

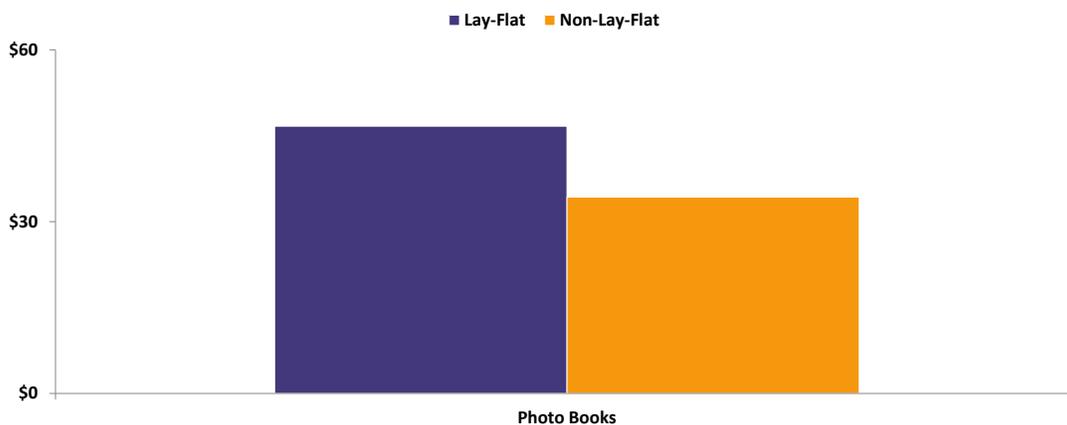
FOR IMMEDIATE RELEASE

Lay-Flat Photo Books a Great Upsell for Photo Book Vendors

Sparta, NJ – June 17, 2022– Photo books have great staying power with consumers and lay-flat photo books have opened up new opportunities for vendors to upsell consumers to a product that has tangible benefits over standard photo books.

Based on survey results from their most recent *US Photo Merchandise Study*, a new analysis report from Rise Above Research shows that lay-flat photo books bring in significantly more income than standard non-lay-flat books, and most consumers who have bought them in the last year plan to buy them again in the coming year.

Spending on Most Recent Lay-Flat Photo Book vs. Non-Lay-Flat Photo Book



Source: Rise Above Research 2021 US Photo Merchandise Study

“Lay-flat photo books are a great product for photo book vendors because they provide a worthwhile benefit that buyers will experience every time they open the book,” said David Haueter, director and founder at Rise Above Research. “Our research has shown that consumers are spending well over 30% more on lay-flat books than standard books, and they’re a popular gift product,” he added.

In addition to spending, the *Lay-Flat Photo Books: Consumer Habits & Trends* report also cover who is buying and for what occasions, sizes purchased, vendors most commonly purchased from and future buying intentions. Commentary is provided throughout the analysis, as well as comparisons to standard non-lay-flat photo books.

About Rise Above Research, LLC

Rise Above Research, LLC is an independent market intelligence and strategic consulting firm that supports industry vendors, service providers, and retailers with actionable intelligence to assist them in making effective decisions in fast-paced digital photography and imaging markets. Established in 2020, Rise Above Research has extensive experience providing groundbreaking market research and strategic consulting for the digital imaging industry. Our industry analysts have a combined 20+ years of covering a wide variety of imaging markets.

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For additional information or interview requests, visit our website or contact:

David Haueter, Director and Founder

dhaueter@riseaboveresearch.com

www.riseaboveresearch.com