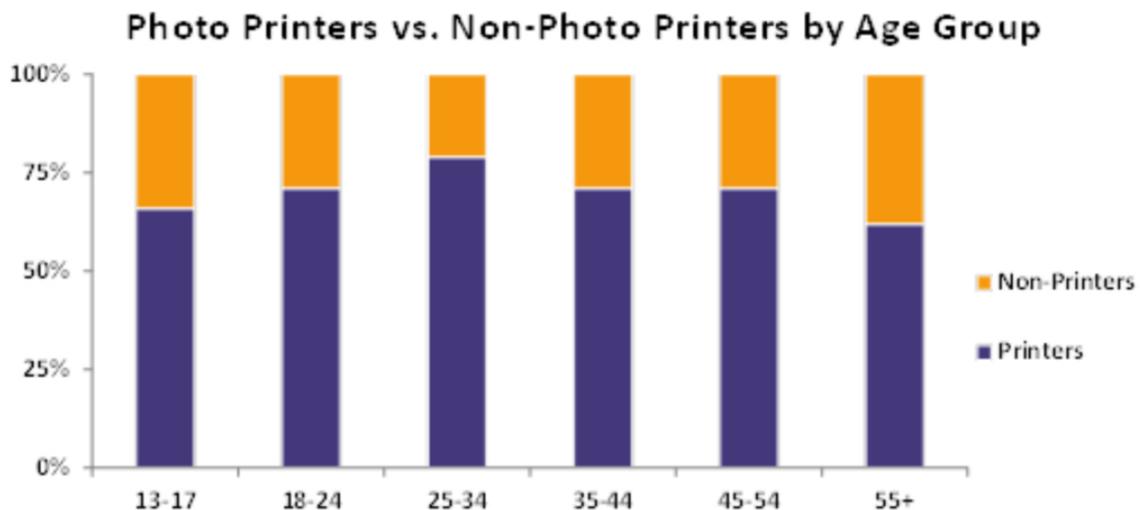


FOR IMMEDIATE RELEASE

Photo Printing Remains an Integral Part of Consumers Lives, According to a New Rise Above Research Study

Sparta, NJ – May 26, 2022 – According to a new study from Rise Above Research, most consumers still print photos, despite the ability to view and share the photos electronically on mobile devices or computers. This is true across all age groups, which leaves the door open for opportunities to get consumers to print more than they do now.

The 25-34-year-old age group has the highest percentage of consumers who print photos, but it's especially encouraging to see the high proportion of teenagers and young people under age 24 who print photos. Those over age 55 are the least active photo printers, but they still drive the market by requesting prints from others. Consumers print photos for a wide variety of reasons, such as for display in the home and to give to others as gifts, but the study also found that over a third of those who print photos believe that prints are the best way to view and save important photos.



Source: 2022 Rise Above Research US Photo Printing Study

These results show that photo prints are still relevant among a broad range of people, which opens the door for potential opportunities to increase print levels with new features. In the same study, a significant percentage of consumers expressed interest in being able to print notes on the back of their photos or scan a QR code on the photo that could link to more information.

“The photo print market has, of course, been impacted by the ability to view and share photos electronically on mobile devices, but photo prints are still an important way for many consumers to express themselves through their photography” said David Haueter, director and founder at Rise Above Research. “The majority of every age group in our study are still printing photos, even teenagers who have largely grown up with the habit of viewing photos on screens,” he added. “We’re also seeing a high level of interest in some new features that could make prints more relevant, such as the ability to print

text on the back of the photo that can give more details and context on the photo and allow consumers to personalize them more.”

The *2022 US Photo Printing Study* provides the results of an extensive online survey of US consumers that focused on printing habits and behaviors for traditional photo prints. Respondents provided detailed information not only on what they print and when, but also revealed deeper insights as to why they find prints appealing and what their future intentions are. The study also provides an in-depth analysis of retail, online, and home printing methods, as well as the impact of COVID-19 on print habits. Non-printers were also asked about why they choose not to print and what could be done to make prints more attractive.

For more information or to purchase this study, visit riseaboveresearch.com or contact: sales@riseaboveresearch.com

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 20+ years of experience covering a wide variety of imaging markets.



David Haueter
Director and Principal Analyst
973-440-9109
dhaueter@riseaboveresearch.com