

Gravure Printing Market: Key Research Findings 2011

◆ Research Outline

Yano Research Institute has conducted a study on the gravure printing market with the following conditions:

1. Research period: From October to December, 2011
2. Research target: Domestic companies relating to gravure printing business (about 240 companies)
3. Research methodologies: Face-to-face interviews by the specialized researchers, survey via telephone/email/mail-in and literature research

What is gravure printing market?

The gravure printing in this research targets only the gravure printing used and processed in the following three categories: Flexible packaging materials, interior decorative materials and industrial materials. And among the above-mentioned industrial materials, this research only targets IMD (used for mobile phones and note PCs only) and water transfer films.

◆ Key Findings

■ Gravure printing market in FY2010 ended up as 933.5 billion yen, down by 0.8% from the previous fiscal year

The market size of gravure printing in FY2010 was calculated as 933.459 billion yen, down by 0.8 % from the previous fiscal year. The market has been on the decline ever since it was influenced by the fall of the Lehman Brothers. However, it can be said as relatively sound market, with the level of decrease being smaller than other printing market.

■ Market size for FY2011 is estimated as 923.1 billion yen

Received orders for gravure printing in FY2011 temporarily swelled in the area of flexible packaging materials, the largest demand in the market. It was due to the increasing demand for emergency food and preservative food that had suddenly become in need of since the Great East Japan Earthquake that struck in March 2011. However, the once inflated order in the first half of the year plummeted in the latter half and accompanied slow inventory turnover. This is likely to cause a slight decline to mark 923.080 billion yen for full-year estimation in FY2011, down by 1.1% of the previous fiscal year.

◆ Report format

Published report: "Gravure Printing Market 2012"

Issued on: December 20, 2011

Language: Japanese

Format: 181 pages in A4 format

Price: 126,000 yen (6,000 yen of consumption tax shall be charged for the sales in Japan.)

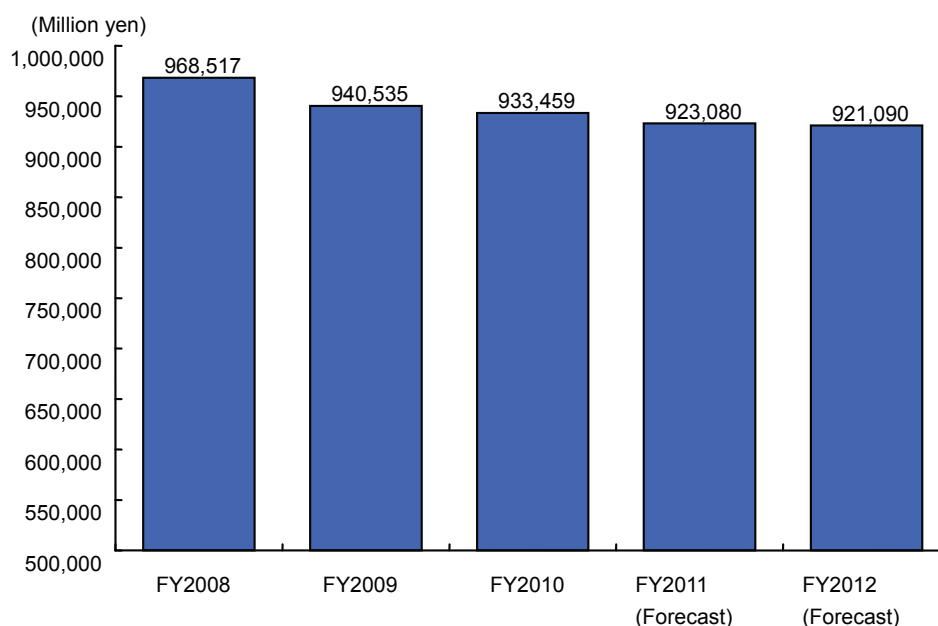
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■ Transition of size of the gravure printing market



Notes:

1: Figures are based on shipment value of manufacturers.

2: Figures are total value of gravure printing used in the flexible packaging materials, interior decorative materials and industrial materials. (The gravure printing in this research targets only the gravure printing used and processed in the following three categories: Flexible packaging materials, interior decorative materials and industrial materials.)

3: Among industrial materials, this research only targets IMD (used for mobile phones and note PCs only) and water transfer films.