

PIV IMAGING TREND REPORT

THE MARKET FOR PHOTO SERVICES IS BOOMING

Current market development

After successfully digitizing, the photo services market has entered a new decade called Smart Imaging, according to PIV. The photo book business is developing steadily. Photo merchandise is growing strongly – web orders and home deliveries are increasing significantly. Additional market impetus comes from the explosive growth in photographing and presenting images on smartphones. Through connectivity and as a touch point for imaging services they continue to gain in importance as the direct source of images. The younger generation is currently fueling these positive market impulses. They increasingly enjoy their haptic picture experiences. User requests for even more intuitive and smarter user experience require new services, such as those which will be presented at **photokina** (26 to 29 September 2018) in Cologne.

70,8%

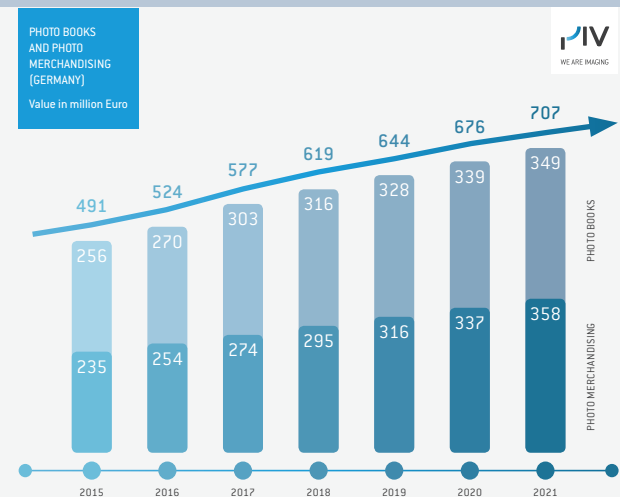


of all photo merchandise orders are „web-to-home“, ordered from a computer or smartphone and delivered to the home.

Source: FutureSource

Innovations

- **Connectivity and cloud connection** are encouraging the picture market's further virtualization. Web archiving, image processing and social sharing are becoming integral parts of the image services' Imaging Ecosystem.
- **Artificial Intelligence (AI)** is transforming imaging printing from "do-it-yourself" activities into "do-it-for-me" experiences. Machine learning facilitates make it easier for (web) Apps to do the necessary preparatory work.
- **Augmented Reality (AR)** is experiencing a breakthrough. Broad access to AR technology in smartphones enables photorealistic montages at the press of a button. Virtual decorations of wall paintings before purchasing are becoming the standard.
- **3D technologies** are creating new visual experiences with 3D portraits as well as animated and accessible virtual rooms.



SOURCE: FUTURESOURCE

Forecast/Prediction

The core business remains strong. Key growth drivers will be **smart innovations** that will attract additional target groups.

Mobile access to sophisticated, creative design solutions is becoming more important than simplifying the ordering process.

Smartphones will become stronger as a **central touch point**. Mobile instant printing will offer further growth opportunities as well as an even larger range of individualized photo products in stationary retail.

AI is revolutionizing the picture market and creating new impulses. Because virtual experiences and services are gaining in importance alongside actual printing, there are great opportunities for startups and established players in the tech sector.

