

Photo Merchandise Products for the U.S. and European Markets: Adding Value to Consumer Generated Content

Report Fast Facts

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Abstract

This study is designed to provide companies that have a vested interest in the U.S. and European photo merchandise markets with critical business planning information. It will:

- Segment and profile the customers for photo merchandise, including demographics, purchasing patterns, interest and awareness levels, as well as barriers to adoption.
- Examine market size and structure.
- Identify key industry players, including those that interface directly with consumers, as well as the suppliers that interface with the vendors.
- Forecast the market for key product categories, including photo cards, photo books, calendars, and specialty photo prints.
- Identify opportunities and strategies for technology vendors and service providers.

As part of its overall analysis of the market, this report will also compare the results of the U.S. portion of the study to InfoTrends 2006 consumer survey on photo merchandise to identify how the market has changed over the last two years.

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Introduction

The emergence and growth of the photo merchandise market comes at a critical time for the photofinishing industry. Growth rates for traditional prints, once the staple of the photofinishing market, continue to fall, forcing vendors to find new sources of imaging revenues and profits. With significantly higher profit margins and strong growth predicted, photo merchandise items such as photo books, greeting cards, and calendars have the potential to provide a strong source of revenue for vendors in the digital photofinishing market.

The fast-growing merchandise market has been fueled by the explosion in growth of digital photo volume, new advancements in digital printing technologies, as well as the sales, marketing, and partnership opportunities in e-commerce. Growth in social networking sites has also opened up new opportunities for people to share their digital photo content, further increasing the potential for photo merchandise creation beyond the user's personal photos. Advancements in digital printing as well as software and customer interfaces have made it easier than ever for individuals, organizations, businesses, and professionals to engage in short-run publishing of photo-centric content, accelerating the pace of adoption in an already burgeoning market.

Despite the opportunities for growth, there are also many challenges that vendors in the photo merchandise market must confront. The photo merchandise market today is very seasonal, with much of the yearly production coming around the Holidays when consumers typically order photo greeting cards or calendars. During the slow months, there are many high-tech and expensive digital presses that are sitting idle because they simply do not have anything to print. The merchandise market itself is characterized by numerous vendors that have different resources and areas of expertise, as well as varying degrees of customer loyalty. There are also a variety of ways that vendors interface with consumers, and many of those consumers are still unsure about how to create merchandise or tried it once and gave up because they felt it was too complicated.

Through this detailed study of the photo merchandise market, InfoTrends seeks to provide technology vendors, imaging service providers and other industry players with the information and insights they need to help address the challenges of this fast-changing market, while taking advantage of the growth potential and revenue opportunities that it offers.

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