

In-Plant/Print Buyer Multiclient Study



Overview

Findings from the In-Plant/Print Buyer Multi-Client Study 2026 indicate that print continues to play a valuable role in today's marketing communications strategies. The study explores how organizations are integrating print with digital channels to support more targeted and personalized customer engagement. The research also examines evolving buyer expectations, investment priorities, supplier selection criteria, and the changing role of print within broader marketing programs.

Highlights from the Research

- A strong majority of organizations continue to view print as an important part of their marketing mix.
- Most respondents are integrating print with digital channels as part of broader omnichannel campaigns.
- Specialty print applications—including embellishments, specialty media, personalization, and connected print, show significant growth potential.
- Personalized print and variable-data applications are expected to increase over the next three years.
- AI is rapidly reshaping marketing operations, creating new opportunities for automation, analytics, and targeted communications.
- Buyers continue to prioritize print quality, reliability, turnaround time, and measurable ROI when selecting print partners.

Why This Matters

The findings point to a market increasingly defined by:

- Shorter, more targeted print runs
- Higher-value, premium applications
- Digitally connected communications
- Automated, data-driven workflows

For OEMs and PSPs, the report provides valuable insight into:

- Evolving buyer expectations
- Future investment priorities
- The role of AI in communications
- Emerging revenue opportunities across print and marketing services

About the Report

The In-Plant/Print Buyer Multi-Client Study 2026 provides research and analysis on print and digital marketing trends, budget expectations, personalization, specialty print growth, AI adoption, supplier selection criteria, and future communication strategies.