

Primary Research NA & WE 2026:

PSP Strategies, Operational Trends & Investments



Overview

The North American and Western European editions highlight shared priorities around automation, workflow modernization, and digital production investments as PSPs seek greater efficiency amid cost and labor pressures. While North America shows stronger emphasis on productivity and large-format growth, Western Europe places additional focus on outsourcing, sustainability, and technology purchasing decisions. Across both regions, PSPs remain cautiously optimistic about future growth and competitiveness.

Highlights from the Research

- PSPs continue to face rising costs, particularly for paper, labor, energy, and consumables.
- The shift from offset to digital printing is expected to continue, driving growth in digital production volumes.
- Direct mail, brochures, catalogs, and other marketing applications remain key growth opportunities.
- Automation, productivity, and workflow optimization are top strategic priorities.
- Future investments are focused on digital production technologies, with TCO, service/support, and quality driving purchasing decisions.
- Outsourcing is expected to increase for specialty work and overflow capacity.
- AI adoption remains in the early stages, with most PSPs still exploring potential use cases.

Why These Reports Matter

The print industry is navigating rising costs, labor shortages, and competitive pressures while investing in automation, digital production, and workflow modernization. These reports provide insight into the trends shaping the future of print, including digital transformation, operational challenges, and evolving growth opportunities.

The research delivers actionable intelligence on:

- Production print investment priorities
- Application and demand trends
- Offset-to-digital migration
- Operational and profitability challenges
- Outsourcing and workflow strategies
- Early adoption of sustainability initiatives and AI

Value for Print Industry Leaders

Production print OEMs, PSP executives, analysts, suppliers, investors, and marketing professionals will gain valuable market intelligence on how PSPs are adapting to industry change, prioritizing investments, and preparing for future growth.

[Explore the Full Findings](#) 