

Tariffs, Rising Costs, and Market Response



Overview

Rising operational costs, labor challenges, and evolving customer expectations are reshaping the production print market across North America and Western Europe. Keypoint Intelligence's 2026 ODS Primary Research reports examine how PSPs are responding through greater investment in automation, digital production, and workflow efficiency initiatives.

Highlights from the Research

- How 2025 tariff expansion is creating ongoing uncertainty across the print supply chain
- The latest trends affecting paper, energy, logistics, labor, and consumables costs
- Why OEMs are reassessing manufacturing footprints and localization strategies
- The growing role of automation, waste reduction, and operational efficiency
- How PSPs are adapting pricing, quoting, and sourcing strategies to protect margins
- Why shorter-run digital production may benefit from current market conditions
- Insights into how print buyers are expected to respond to rising print costs
- The increasing importance of premium print, embellishments, personalization, and integrated print and digital engagement

Why This Matters

The print industry is entering a new era where cost volatility is no longer temporary—it is structural. For OEMs, PSPs, and print buyers alike, understanding how tariffs, inflation, and geopolitical pressures affect operational strategy is becoming essential.

This report provides valuable insight into:

- The broader economic forces shaping the future of production print
- How leading vendors and PSPs are responding to margin pressure
- Emerging opportunities tied to automation, digital print, and higher-value applications
- The strategic shifts are likely to influence investment decisions, supply chains, and customer engagement over the next several years

About the Report

Featuring exclusive Keypoint Intelligence research and market analysis, this study offers a forward-looking perspective on how the production print industry is adapting to one of the most complex economic environments in recent years.