

2024 U.S. Graphic Designs Services Industry-Industry & Market Report

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Abstracts

The 2024 U.S. Graphic Designs Services Industry-Industry & Market report, published annually by Barnes Reports, contains timely and accurate industry statistics, forecasts and demographics (NAICS 54143).

The report features 2024 current and 2025 forecast estimates on the size of the industry (sales, establishments, employment) nationally and for all 50 U.S. States and over 900 metro areas. Other data include financial ratios, number of firms, payroll, industry definition, 5-year historical trends on industry sales, establishments and employment, a breakdown of establishments, sales and employment by employee size of establishment (9 categories), and estimates on up to 10 sub-industries, commercial art services, graphic art services, and illustration services.

This industry comprises establishments primarily engaged in planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities. These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos). This industry also includes commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills.

Barnes Reports' Industry & Market reports are an essential part of any GAP analysis, benchmarking project, SWOT analysis, business plan, risk analysis, or growth-share matrix.

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Definitions and Terms

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