

# **Europe Printed Signage Materials Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Material (Paper and Paperboard, Plastic, Metal, and Others); Application (Posters, PoP Displays, Backlit Displays, Billboards' Banners, Flags and Backdrops, Vehicle/Fleet Graphics, and Others); and End-Use Industry (BFSI, Retail, Transportation and Logistics, Healthcare, Sports and Entertainment, and Others)**

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## **Abstracts**

The Europe printed signage materials market is expected to grow from US\$ 11,709.96 million in 2022 to US\$ 14,700.77 million by 2028. It is estimated to grow at a CAGR of 3.9% from 2022 to 2028.

**Growing Awareness of the Advantages of Using Printed Signage in Various Industries Drive Europe Printed Signage Materials Market**

Printed signage helps businesses reach a large and diverse range of consumers. By using printed signage, businesses can create a distinctive and memorable brand image to differentiate from the competition while increasing customer recognition. In the banking & financial sector, printed signage is used near ATMs and in banks to educate the customer or promote any product or service. Large-format printed signage such as banners, posters, charts, announcement and marketing displays, signs, and diagrams are used to create high-impact visuals. Unlike digital signage, which requires a power supply to operate, printed signage does not require any power source. In addition, materials such as metal and plastic can withstand harsh weather conditions. All these advantages associated with the printed signage are driving the demand for printed

signage.

## Europe Printed Signage Materials Market Overview

The retail sector in Europe has spent notably on advertising and marketing. According to the Advertising Association (UK) Report, UK advertisement spending increased by 24.8% in 2021 to US\$ 31.7 billion. Also, according to the German Advertising Federation (ZAW), total net advertising revenues reached US\$ 28 billion in 2021, which marks an increase of 8.8% compared to 2020. Thus, the continuously growing retail sector, along with the rapidly increasing spending on advertisements, contributes to the growth of the Europe printed signage materials market in the region. Companies search for the best ways to promote their brand in today's competitive marketplace. Although there are several marketing tools, advertisement via printed signage is one of the most effective marketing method worldwide. Nowadays, almost all businesses use printed signage to promote their services. Printed signage is excellent for businesses as they not only advertise products and services but also guide customers through directions to reach business locations. All the advantages of printed signage are propelling the demand for materials required to manufacture or print these signs in Europe.

## Europe Printed Signage Materials Market Revenue and Forecast to 2028 (US\$ Million)

### Europe Printed Signage Materials Market Segmentation

The Europe printed signage materials market is segmented into material, application, end-use industry, and country.

Based on material, the Europe printed signage materials market is segmented into paper and paperboard, plastic, metal, and others. In 2022, the plastic segment registered a largest share in the Europe printed signage materials market.

Based on application, the Europe printed signage materials market is segmented into posters, pop displays, backlit displays, billboards' banners, flags and backdrops, vehicle/fleet graphics, and others. In 2022, the posters segment registered a largest share in the Europe printed signage materials market.

Based on end-use industry, the Europe printed signage materials market is segmented into BFSI, retail, transportation and logistics, healthcare, sports and entertainment, and others. In 2022, the retail segment registered a largest share in the Europe printed signage materials market.

Based on country, the Europe printed signage materials market is segmented into Germany, France, Italy, the U.K., Russia, Netherlands, Belgium, Poland, Czech Republic, Scandinavia, and the Rest of Europe. In 2022, the Rest of Europe segment registered a largest share in the Europe printed signage materials market.

3A Composites GmbH; Antalis; Avery Dennison Corp; IGEPA group GmbH & Co KG; Inapa Investimentos Particip Gestao SA; Lintec Europe (UK) Ltd; ORAFOL Europe GmbH; Spandex AG; Thyssenkrupp Materials Services GmbH; and Vink Holdings Ltd are the leading companies operating in the Europe printed signage materials market.

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