

SHAPE THE FACE OF THE PRINTING INDUSTRY AND PRINTED PACKAGING MARKET IN CENTRAL EUROPE REPORT 2026

by



REPORT 2026:
PRINTING
INDUSTRY
AND PRINTED
PACKAGING
MARKET IN
CENTRAL
EUROPE

Report history in brief

- 2009 idea, preliminary work, draft report
- 2010 work in collaboration with the KPMG Polska analytical team
- 2011 1st edition (KPMG as publisher)
- 2012-2022 subsequent editions (publisher: PBKG)
- 2024 10th edition – the content of the last edition was expanded to include the Ukrainian market



Report editions 1st through 10th

Over the 15 years since its first edition, the report has evolved, with the survey changing and content related to education and vocational training being added. *The latest edition included an analysis of the Ukrainian market and was expanded to include a separate section devoted to China.*





Another step in the Report history

- 2026 report will cover several Central European countries

The 11th edition of the report will cover the entire Central and Eastern European region – participants include:

Poland, Ukraine, Romania, Estonia, Bulgaria, Moldova, Serbia, and participation of Croatia, Slovakia, Austria, Hungary, Czechia, Latvia and Lithuania is in discussion.

This is the only report in Europe that provides a comprehensive analysis of the printing and printed packaging sector in this region – not only in terms of market data but also business sentiment, adoption of new technologies, the industry's alignment with sustainable development principles, the state of vocational education, and workforce development.

Past editions of the report have been presented at major events such as DRUPA, underscoring its international recognition and significance.



Report 2026 in brief

- **Quantitative data:** the market's impact on local economies
- **Business sentiment analysis** – overall and broken down by country
- **Technological trends and their implementation in the region**
- **Level of alignment with sustainability requirements** (ESG, certifications)
- **Overview of the printing ink market**
- **Educational section** – the influence and development of industry education in Central Europe under BEST (Business Education Science and Technology) structure, with additional material about education coming from France, Italy and Turkey.
- **Supplementary analysis** of the regional industry in China and Turkey (under negotiation)

Report structure

For context:

- **7th edition (2018): 130 pages** *(focused only on the Polish market)*
- **8th&9th joined edition (2022): 192 pages** *(focused only on the Polish market)*
- **10th edition (2024): 406 pages** *(covered both the Polish and Ukrainian markets)*
- **11th edition (2026):** will be the most extensive edition to date.

The 2026 Report will have to be split into multiple volumes due to the large amount of information it will cover, as well as a supplementary publication dedicated to the Chinese market.





Design Contest for Students and Pupils

We invite young talents to *shape the face of the 2026 Report* by designing its exterior.

This is a unique opportunity to let creativity flow without limits – contestants have complete freedom to explore ideas, styles, and artistic visions. The most inspiring designs may influence the final look of the publication, leaving a lasting mark on its identity.

The *three most outstanding works* judged by the Polish Guild of Gutenberg's Knights *will be awarded prizes as described in the Terms and conditions of the competition.*

Submission deadline: *January 31, 2026*

Final submissions should be sent by email to kancelaria@bractwogutenbergga.pl

or delivered by post to the following address: *Juliusza Słowackiego 28, 05-800 Pruszków, Poland.*

CONTACT

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More information is coming:
www.printingreport.com
We're working on it!



Logos of Supporting Organizations:



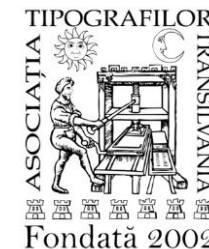
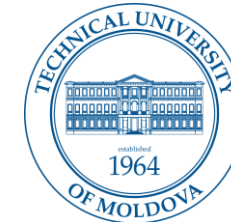
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