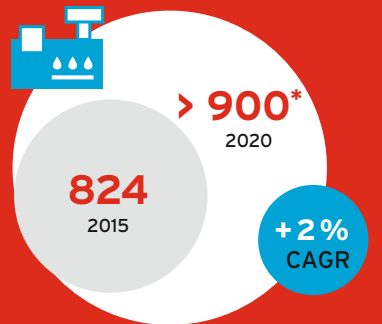




Key Facts Print

Market volume (worldwide) in billion USD



Market Insight

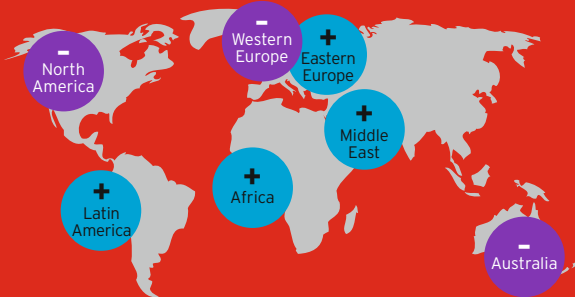
About 44.5% of the population is less than 20 years old, ensuring a continued supply of new consumers and boosting demand for more innovative products and packaging.

Growth engine

Consumption growth through: relatively high wages (in comparison to the other ASEAN members) → buying power increases young, growing population retransfer of Filipinos living overseas.

Markets for digital and analog printing

While the markets for digital and analog printing in several countries are declining, other countries can be identified as growth regions:



Digital printing

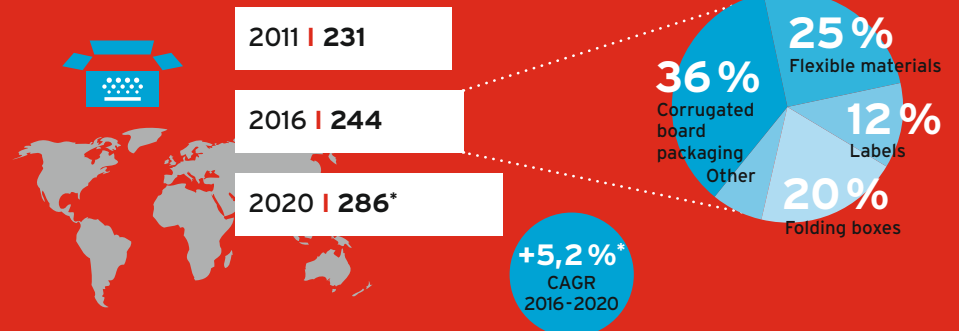
Share in market volume



Key Facts Print Packaging

Market development (worldwide**)

Market volume in billion USD, average annual growth rate (CAGR)

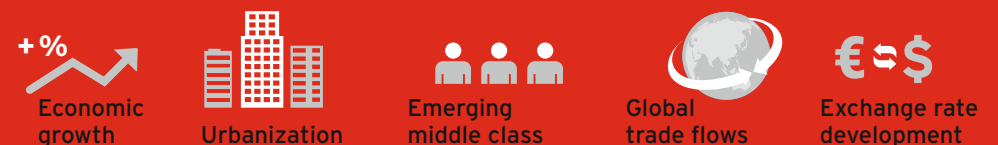


Trends in Print Packaging

Industry-specific and external trends



Macroeconomic and demographic trends





Key Facts Wirtschaft

Philippines



107 Mio.
Inhabitants (2018)

Economic growth

GDP in billion USD, real growth rate

2017 314	+6.7%
2018 332	+6.5%*
2019 354	+6.6%*

Forecast 2022: 7,0%

Share of
global GDP
2017, sale-adjusted



Currency
Philippine Peso



Language
Filipino (Tagalog) and English

Inflation
(in 2018)

4.9%
(as compared to
previous year)

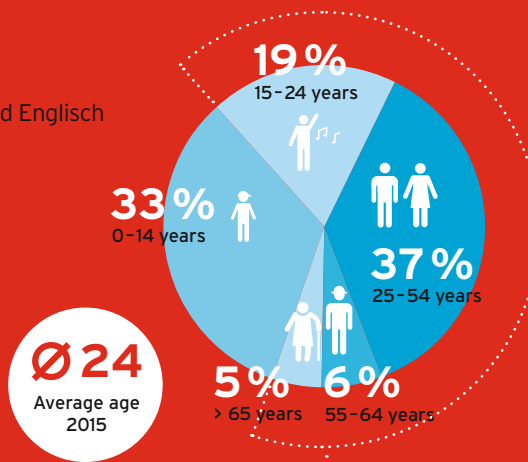
GDP per capita
2017 & 2018, in USD



+110

Key Facts Population

Population structure 2018



Ø 24
Average age
2015

Level of education

97%

Literacy rate
(2015)
15+ years



645,973

University graduates (2017)

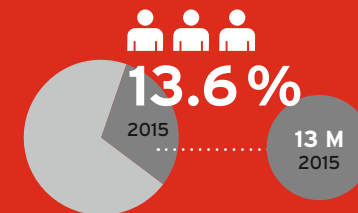
Private consumption

Per capita figures; in USD



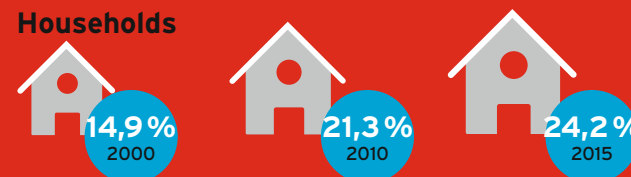
estimated
growth
5.9%*
p.a.

Middle class



Forecast 2025: The Philippines are among the upper-middle-income countries.

Households



Household size



Urbanization

