



dive into
the unseen

09-17 May 2028
Düsseldorf/Germany



drupa

The global stage for
printing solutions

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drupa insights goes online: New knowledge platform for market and future analyses

With immediate effect, drupa insights, a new digital knowledge platform from drupa, is being launched. Just weeks after the opening of exhibitor registration, the world's leading trade fair for Printing Solutions is expanding its information offering with continuous market and future analyses for the international print and packaging industry.

The format is developed in cooperation with Alliance Insights, the research division of PRINTING United Alliance. Access is available via one-time, free registration on the drupa website.

drupa insights provides in-depth analyses of technological developments, market changes and economic trends. It is based on international studies and research tailored to the needs of a dynamically evolving print and packaging industry. At launch, the platform focuses on three key topics shaping the future of the sector: the growing importance of label and packaging printing, advances in artificial intelligence and robotics, and the increasing automation of production processes.

From Global Trends Report to digital content hub

With drupa insights, the concept of the former Global Trends Report is being transformed into an ongoing digital publishing format. Instead of an annual report, the new platform offers regularly updated content that addresses developments in a timely manner and provides structured analysis. At the same time, drupa insights forms part of drupa 2028's strategic repositioning: as a component of the thematic LEARN cluster, the format strengthens the knowledge and analysis segment well ahead of the trade fair.



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Strengthening cooperation with PRINTING United Alliance

drupa insights builds on the established collaboration between drupa and the Alliance. Sabine Geldermann, Director drupa, Portfolio Print Technologies at Messe Düsseldorf, explains: “Through drupa insights, we are pooling international expertise and creating a reliable foundation for market and future analyses. Our goal is to support companies in strategically navigating industry transformation.” Nathan Safran, Vice President, Research at Alliance Insights, adds: “We are pleased to collaborate with drupa on this new format, which provides deeper insights into industry developments and delivers practical decision-making guidance.”

With drupa insights, drupa strengthens its role as a central hub for knowledge exchange and networking – not only during the trade fair itself, but throughout the entire innovation cycle of the industry.

The first content is already available online. Interested parties can register free of charge at: www.drupa.com/insights.

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Seite 2