

A close-up, top-down view of a man's chest and head. He has a thick, well-groomed reddish-brown beard and mustache. He is wearing a black dress shirt and a bow tie with a leopard or cheetah print pattern in shades of brown and black. His hands are positioned on the bow tie, as if adjusting it. Both of his forearms and hands are heavily tattooed. On his left forearm, there is a large, detailed tattoo of a woman's face. On his right forearm, there is a tattoo of a man's face. The words "Have Faith" are tattooed on his left hand, and "Self-love" is tattooed on his right hand. He is also wearing two leather wristbands, one brown and one black. The background is a solid, dark reddish-brown color.

IT'S TIME  
TO GET PERSONAL



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# Introduction

We are deep into the 'me' era. Today's generation dreads being spotted wearing the same pair of shoes or with the same handbag as someone else. The last thing they want is to follow the herd. They want the products and services they consume to speak their language, understand their hidden needs and adapt to their surroundings seamlessly. Empowered by digital media, consumers now have the power to get involved with every aspect of the products they buy — from design to packaging.

Drawing on industry research, we've put together the top trends. If there's one thing we've learned, it's that today's consumer enjoys self-expression and is willing to pay more, wait longer, and values items made especially for them.



# I've got the power to be me

The definition of personalization continues to change. For many years personalization signified exclusivity — personalized products were status symbols, a way of making consumers feel special, enabling them to stand out and be unique. While exclusivity has traditionally been expensive, rapid developments in technology have now made it more affordable and accessible than ever. With willingness to pay more yet still at an affordable price, anyone can express their personal style. When you know you're getting something that's tailored to your interests, you feel some level of control over the products and services you consume. This empowering feeling is what drives our engagement.

- Mainstream expectation
- The need to express
- A blooming market
- Pay over the odds
- It's worth the wait
- I know my consumer



trends in  
personalization





## 01

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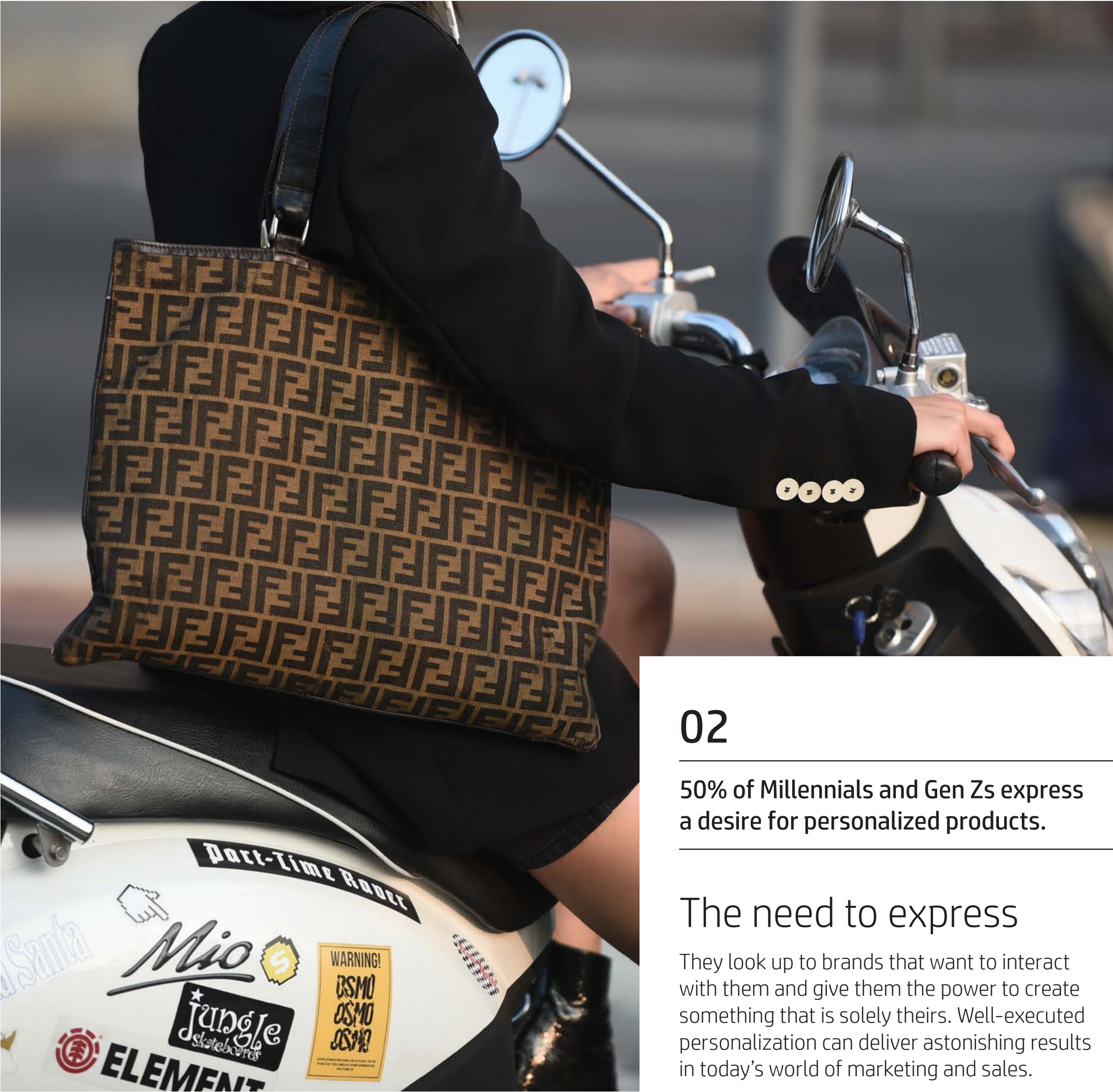
**A staggering 35% of consumers are willing to pay for personalization.**

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## Mainstream expectation

Personalized products and experiences make consumers feel unique in a sea of sameness. This feeling crosses all ages and genders. As consumers like to feel special, they appreciate a company that recognizes and offers them this possibility, making their experience more special and enjoyable.





## 02

50% of Millennials and Gen Zs express a desire for personalized products.

### The need to express

They look up to brands that want to interact with them and give them the power to create something that is solely theirs. Well-executed personalization can deliver astonishing results in today’s world of marketing and sales.



% Interested in personalized products



27%  
BOOMERS



32%  
GEN Xers



45%  
MILLENNIALS



53%  
GEN Zs





# 03

The value of the personalized gift market is expected to reach \$31 Billion by 2021 — up 55% from 2016.

## A blooming market

Gradually, personalization will be as vital to people as salt is to food.





# 04

70% of shoppers are willing to pay more for personalized products.

## Pay over the odds

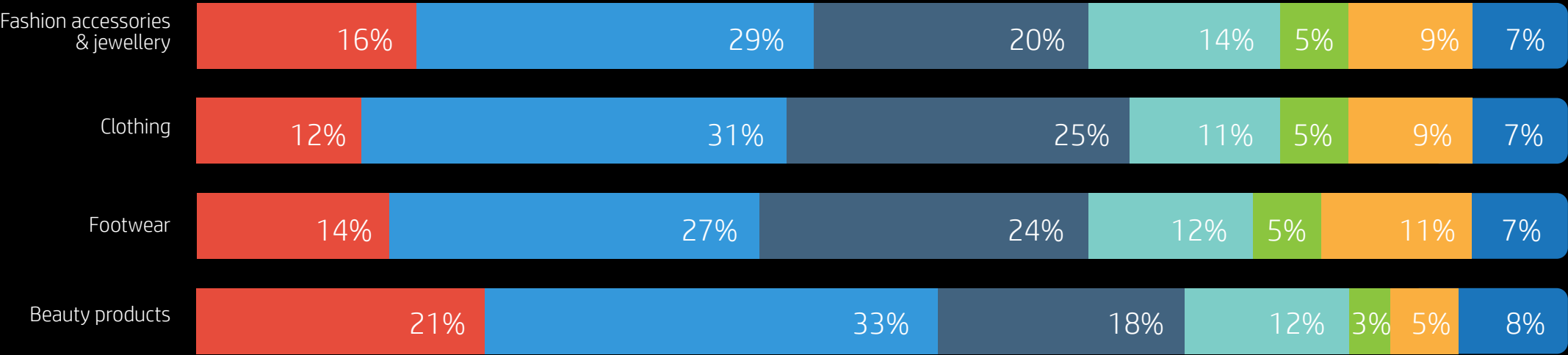
Personalization has always existed in our society, from as early as the pre-industrial era. The Industrial Revolution changed that, ushering in the era of mass consumerism, as people and investment were drawn toward products available in mass, to the masses.

Today, we see the expression of individual identity again becoming important — extremely so. The moment you meet your consumers’ needs in the most unique way, they will be happily willing to shell out those extra bucks, a trend applicable across all categories.



# I wear me

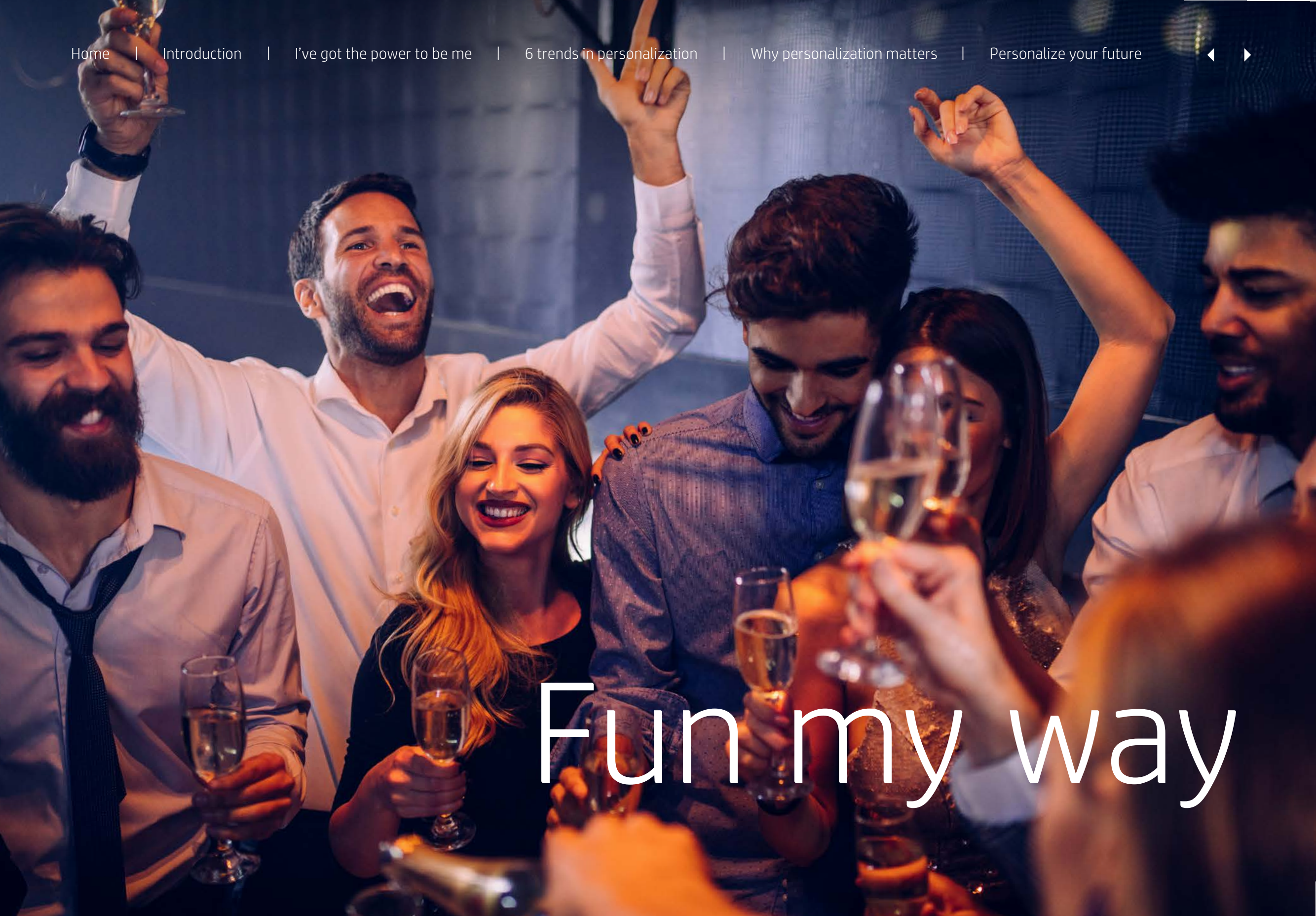
## Lifestyle



The premium that customers are prepared to pay for a customized product or service by category\*

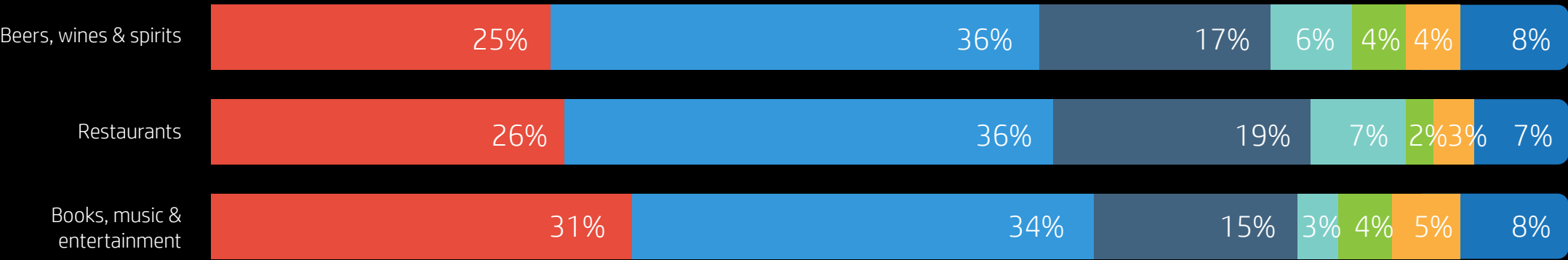
0% 10% more 20% more 30% more 40% more Over 50% more Don't know





# Fun my way

## Entertainment



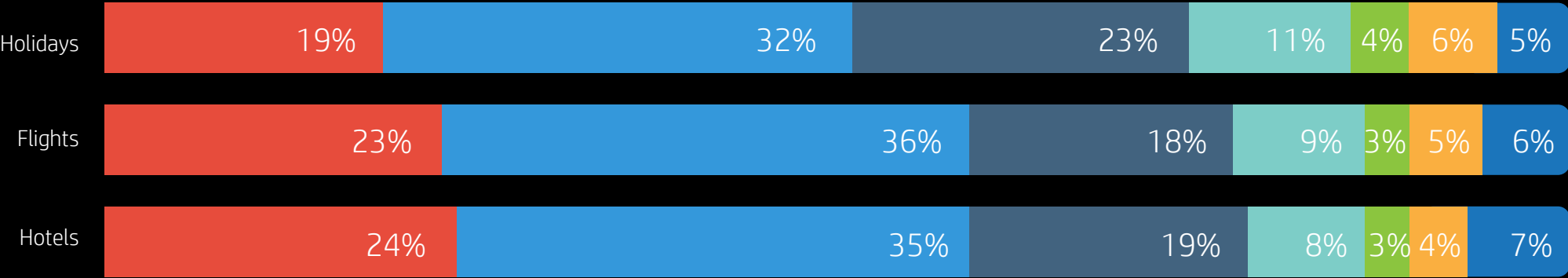
The premium that customers are prepared to pay for a customized product or service by category\*

0% 10% more 20% more 30% more 40% more Over 50% more Don't know



# Stay where I belong

## Travel



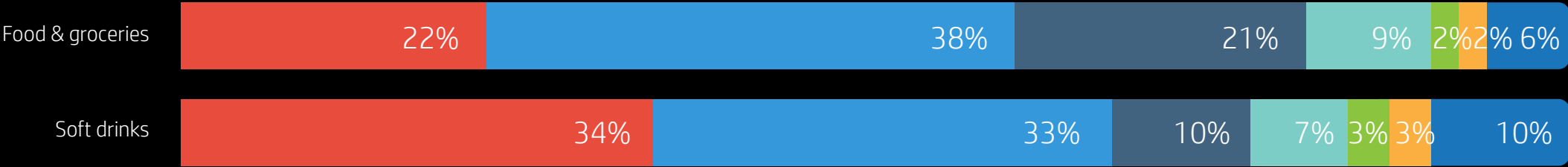
The premium that customers are prepared to pay for a customized product or service by category\*

0% 10% more 20% more 30% more 40% more Over 50% more Don't know



# I am what I eat

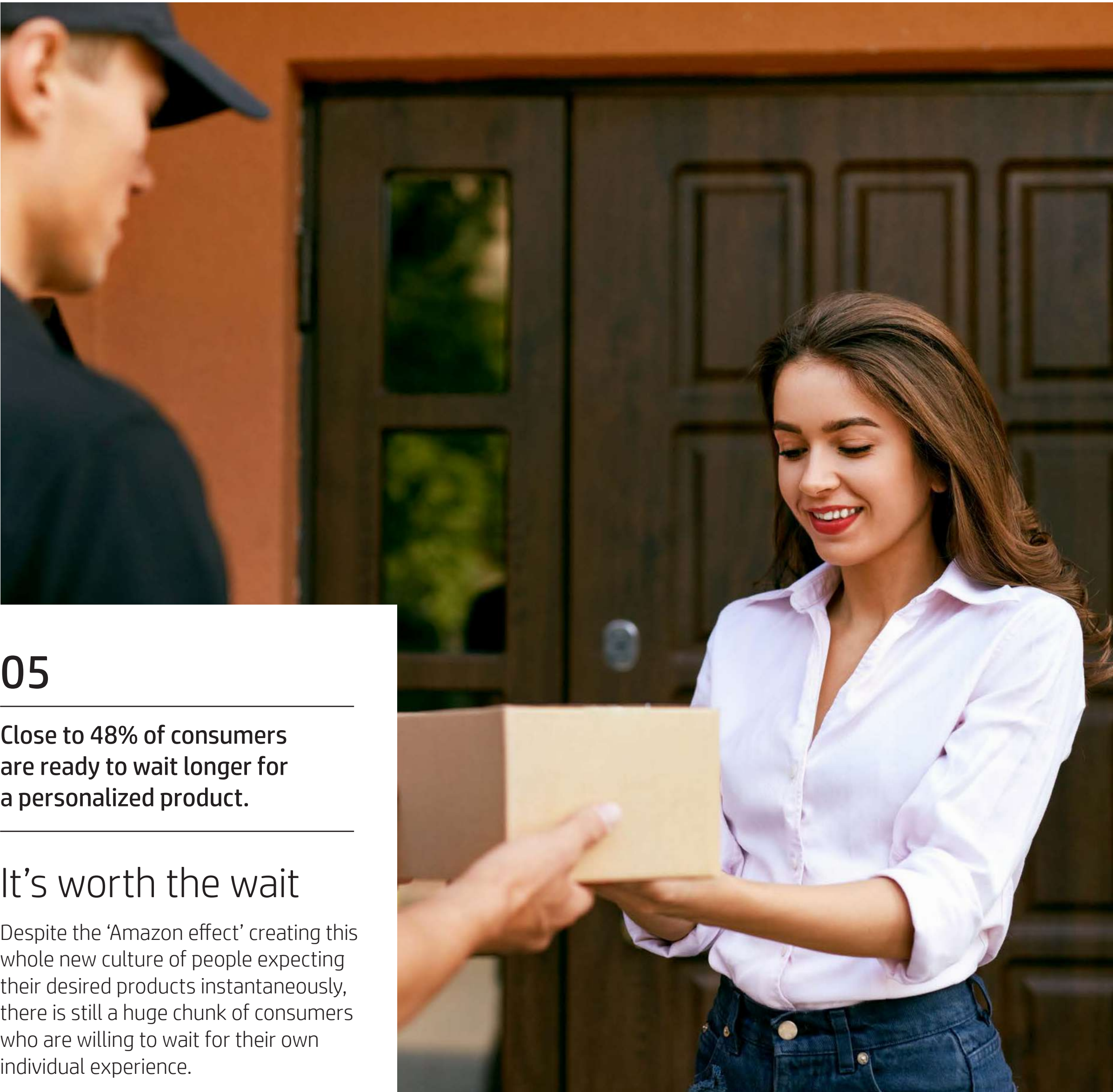
## Food and Beverage



The premium that customers are prepared to pay for a customized product or service by category\*

0% 10% more 20% more 30% more 40% more Over 50% more Don't know





# 05

Close to 48% of consumers are ready to wait longer for a personalized product.

## It's worth the wait

Despite the 'Amazon effect' creating this whole new culture of people expecting their desired products instantaneously, there is still a huge chunk of consumers who are willing to wait for their own individual experience.





## 06

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**25% of consumers share their data in return for a more personalized product or service.**

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## I know my consumer

With the whole new shout-out around data privacy, it has become extremely important for brands to ensure that the information they have about their customers is not misused and stays confidential. Nevertheless, a new trend is emerging, with a fairly large percentage of consumers willing to share their data to get personalized products.

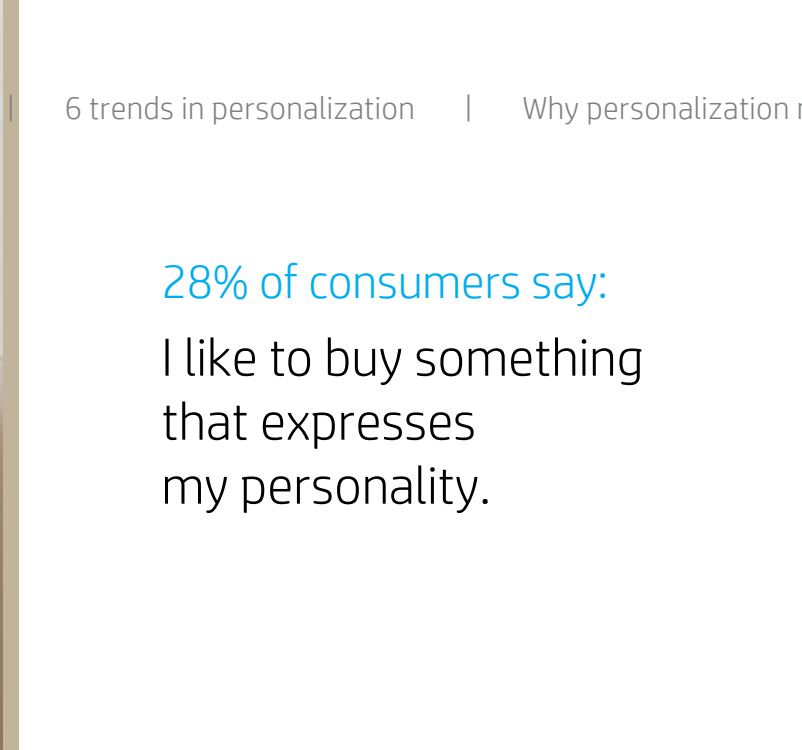


# Why personalization matters





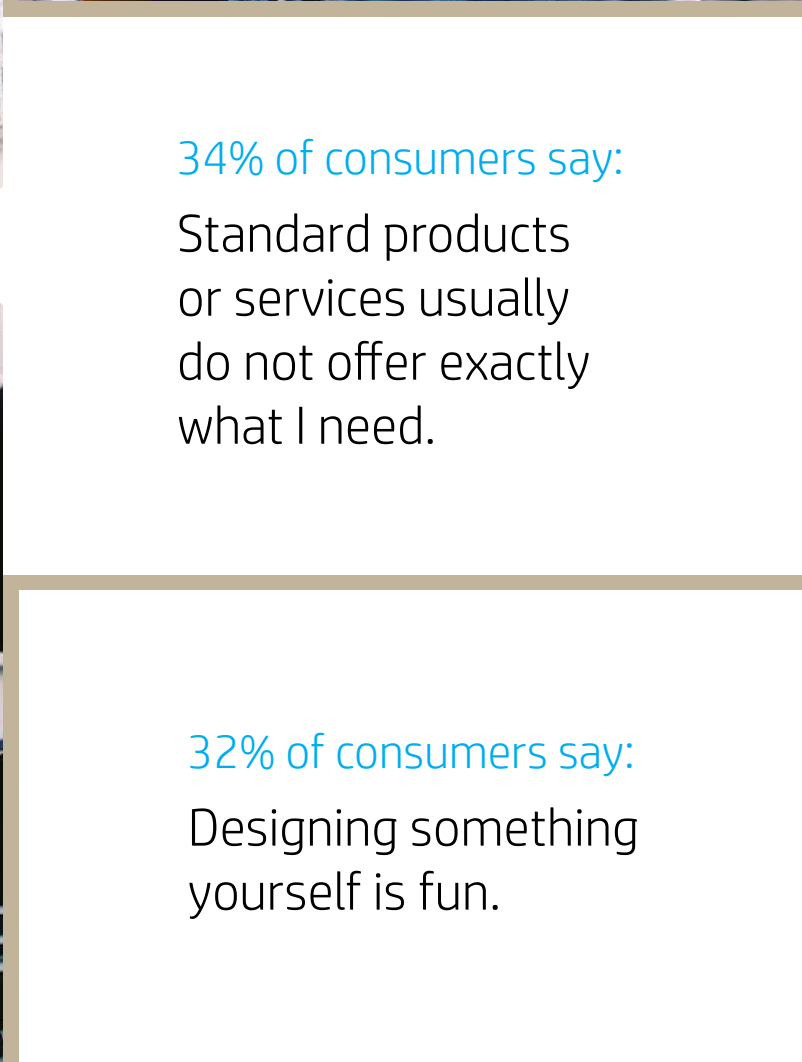
50% of consumers say:  
Customized products can  
make great gifts.



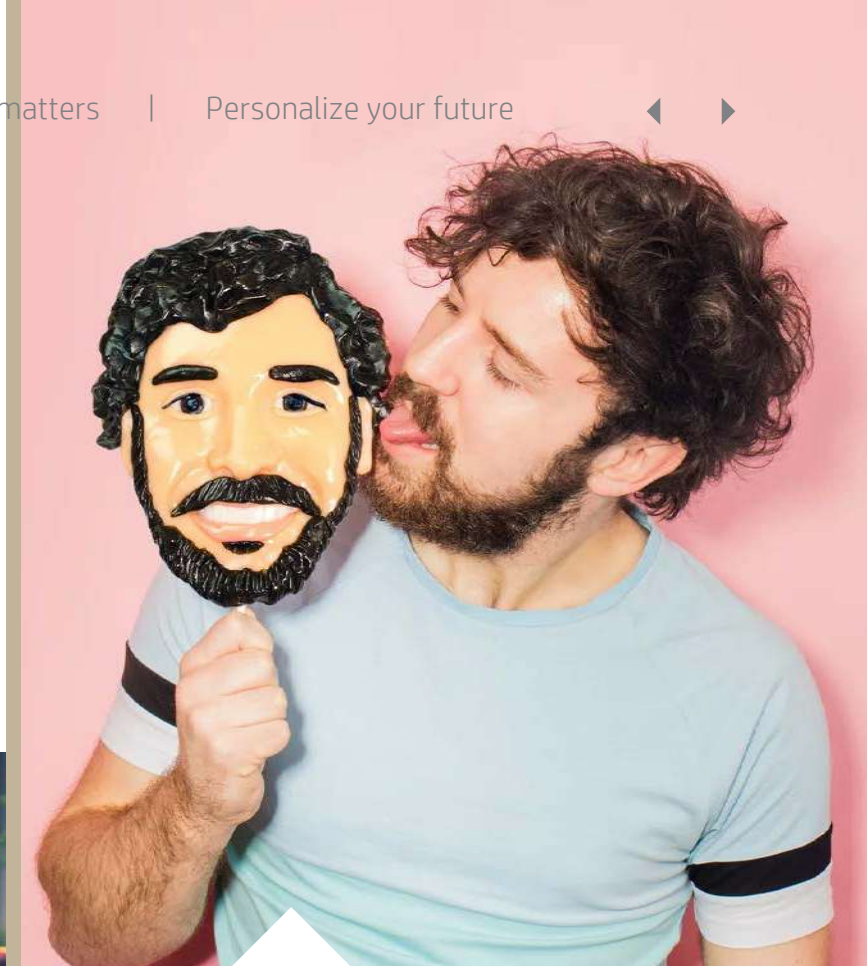
28% of consumers say:  
I like to buy something  
that expresses  
my personality.



34% of consumers say:  
Standard products  
or services usually  
do not offer exactly  
what I need.



32% of consumers say:  
Designing something  
yourself is fun.



41% of consumers say:  
I like to buy something  
that is unique.





# Personalize your future

Consumers' appetite for personalization is growing exponentially. We have stepped into a time where the business model for small and big organizations has drastically changed to embrace personalization across categories. Print personalization, if utilized in the most effective and efficient manner, can be a powerful vehicle for marketers to reach out to exactly who they need to. But, print personalization is under-used because many marketers are not aware of the potential; and, likewise, many print service providers are not aware of the advanced print technologies that enable sophisticated, high-value print jobs.

HP Indigo Digital Presses have some powerful printing tools that enable marketers and press owners to quickly meet consumers' evolving needs. HP SmartStream Designer provides exclusive plug-ins like HP Collage and HP Mosaic to create unlimited variations of designs. Its easy-to-use interface and authentic edge printing makes it possible to personalize and customize any job with texts, images and designs for more personal engagement and a much more memorable experience.

**Discover what HP Indigo-powered personalization can do for your business.**





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Getting personal: how much further can the trend go?

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