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OE-A Business Climate Survey – Mixed feelings despite positive expectations

- **For 2024 revenue growth of 18 percent forecasted compared to 2023**
- **Consumer Electronics and Automotive largest end- user industries**
- **Positive outlook for Printed Electronics doomed by global disruptions**

Frankfurt, Germany, November 07, 2023 – “The forecast for the Printed Electronics Industry remains positive and stable. We are slightly less optimistic than in the spring survey in March of this year, with an expected sales increase of 16 percent for 2023. Nevertheless, a promising 18 percent increase is projected for 2024,” says Dr. Klaus Hecker, OE-A Managing Director, about the results of the latest business climate survey. The biannual survey is conducted by OE-A (Organic and Printed Electronics Association), a Working Group within VDMA. “The results of the survey show that the industry’s confidence remains broadly stable building on successes of the previous years. The overall good forecast dipped slightly in the light of recent crises hotspots and the arising uncertainties. We see indicators that at least part of the industry is expecting a slower business in the upcoming months,” adds Klaus Hecker.

OE-A expects 18 percent sales growth for 2024 compared to 2023

The turnover sales forecast +16 percent for 2023 and +18 percent for 2024 shows an overall positive outlook of the Printed Electronics Industry into the future. However, only 6 percent of the survey participants plan to increase investments in production within the next 6 months.

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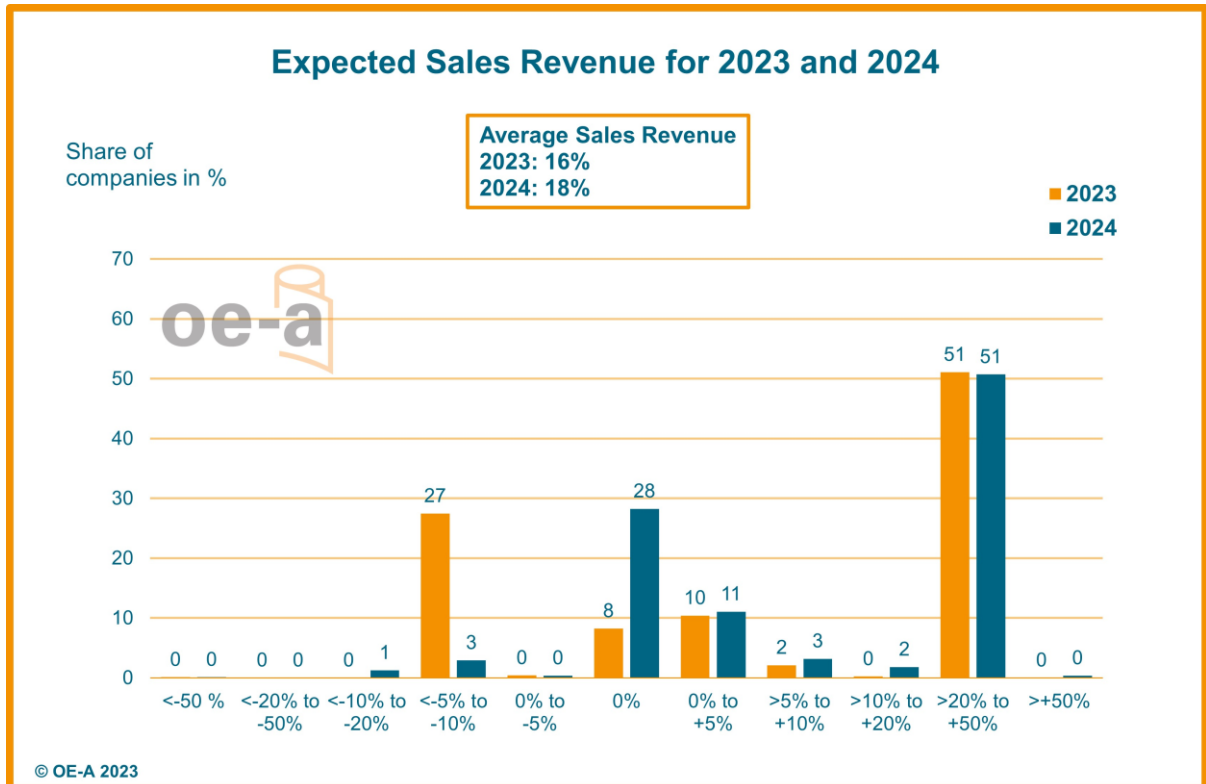
This is a sharp decline compared to the results of the previous survey in February 2023 (+71 percent), showing that the geopolitical situation, high energy costs and inflation are taking their toll. Only half of the of the companies (46 percent) expect the industry to continue its positive development, which shows a more diversified picture than February 2023 (76 percent).

Confident despite rough climate

Despite the uncertainties, 2024 will be a promising year for the flexible and printed electronics industry in terms of Research & Development investment. More than 81 percent of companies surveyed will increase investment in Research & Development activities over the next six months. This shows a fundamental confidence in the technology and applications of the industry. With 42 percent of respondents expecting employment to remain stable and 52 percent planning to increase headcount, the employment situation is encouraging. "Despite the challenges, I expect a satisfactory year for the Printed Electronics Industry. Order intake is at a good level, and our major customer markets in Consumer Electronics, Automotive, Medical & Pharmaceutical and Building & Architecture will continue to drive our industry forward. At the upcoming productronica and at LOPEC in March 2024, international visitors will once again see impressive printed electronics applications - I am personally very much looking forward to it," concludes Dr. Klaus Hecker.

Visit the joint OE-A and VDMA Productronica booth at **productronica** at **B2.451** from November 14-17, 2023. NEW: [Printed Electronics Pavilion](#) powered by LOPEC in B2. Join the free OE-A seminars on Printed Electronics at the [Innovation Forum](#), in the afternoon of November 15 and 16.

If you have any questions, please do not hesitate to contact Dr. Klaus Hecker, OE-A Managing Director, phone: +49 69 66 03-13 36, e-mail: klaus.hecker@oe-a.org



The OE-A business climate survey forecasts an 16% increase in turnover for the industry this year. For 2024 a plus of 18% is expected. © OE-A

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Organic and Printed Electronics Association

The OE-A (Organic and Printed Electronics Association) is the leading international industry association for flexible, organic, and printed electronics. The OE-A represents the entire value chain of this emerging industry. Our members are world-class global companies and institutions, ranging from R&D institutes, mechanical engineering companies and material suppliers to producers and end-users.

Well over 200 companies from Europe, Asia, North America, and Africa are working together to promote the establishment of a competitive production infrastructure for organic and printed electronics.

The vision of the OE-A is to build a bridge between science, technology, and application. The OE-A is a working group within VDMA. More than 3,600 member companies from the engineering industry make VDMA the largest industry association in Europe.

www.oe-a.org

Flexible, organic, and printed electronics

Flexible, organic, and printed electronics stands for a revolutionary new type of electronics: they are thin, lightweight, flexible, robust, and produced at low cost. It enables new applications, including single-use devices enabling ubiquitous electronics.

LOPEC 2024

The OE-A and Messe München are the hosts of LOPEC, the premier international exhibition and conference for the printed electronics industry. It addresses end-users, engineers, scientists, manufacturers, and investors. LOPEC will be held March 05-7, 2024. www.lopec.com

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