

# Personalized Photo Products & Prints: Analog Products in a Digital World

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## **Abstract**

*Digital photo output is an important and valuable part of the digital photography ecosystem, and photo merchandise products continue to have strong growth in challenging economic times. This session will give a top-level overview of both the photo print and merchandise markets in the U.S., presenting the most important findings from InfoTrends consumer surveys, as well as discuss the significant trends that are impacting the market and helping to drive growth. InfoTrends most up-to-date forecast data for both the digital print and merchandise markets will also be shared.*

## **Biography**

*David Haueter is Associate Director of InfoTrends Photo Printing Trends and Photo Merchandise Trends services. Prior to joining InfoTrends, Mr. Haueter acted as Principal Analyst at Gartner, and also spent several years working at Sharp Electronics and Xerox. In his spare time, Mr. Haueter is an avid photographer and has had his photos published in several automotive publications.*