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OE-A Business Climate Survey: 2024 slowdown, 2025 set to shine

- **Revenue growth of 19 percent forecast for 2025 compared to 2024**
- **Slower growth forecast for 2024 than expected in spring**
- **Positive employment and R&D trends**

Frankfurt, Germany, October 09, 2024 – “While the printed electronics industry faces near-term challenges due to global economic uncertainties and a cooling automotive sector, we remain optimistic about the future. The reduced growth forecast for 2024 reflects a cautious wait-and-see attitude, but with strong signals for a rebound in 2025,” said Dr. Klaus Hecker, OE-A Managing Director, commenting on the results of the latest business climate survey. The biannual survey is conducted by the OE-A (Organic and Printed Electronics Association), a working group within VDMA. The survey predicts revenue growth of +7 percent for 2024, a significant decrease from the previous survey (March 2024: 13 percent). However, optimism remains high for 2025, with a forecast growth of 19 percent. “It is encouraging to see that companies are prioritizing innovation, as evidenced by the increased focus on R&D and employment growth. We believe that by focusing on key sectors such as consumer electronics, automotive and medical, the industry is well positioned for sustainable long-term development,” emphasizes Klaus Hecker.

OE-A predicts 19Percent sales growth in 2025 compared to 2024

The revenue forecast of +19 percent for 2025 shows a positive outlook for the printed electronics industry in the future. However, for 2024, the growth rates for both revenue forecast and order intake are significantly reduced compared to the results of the March 2024 survey.

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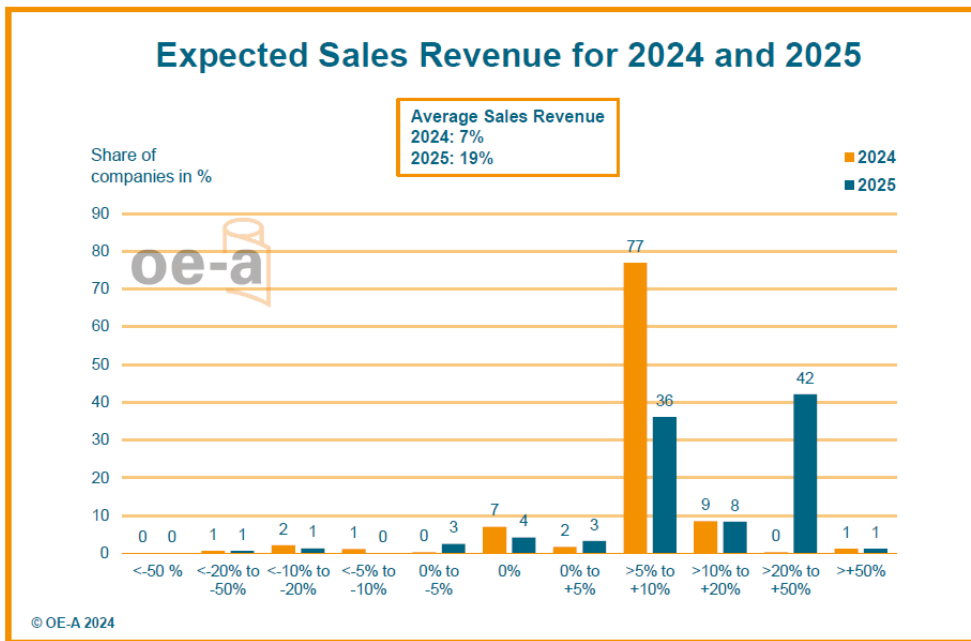
The industry is facing headwinds from global economic and geopolitical hurdles, as well as a slowdown in the automotive sector, especially EV, resulting in reduced and delayed orders. Only 6Percentof companies plan to increase production investment over the next six months (down from 53 percent in March 2024), although a majority (57 percent) will maintain investment levels.

After the clouds bright prospects for 2025

As the printed electronics industry navigates these turbulent waters, the signs for 2025 point to a promising horizon of opportunities for growth and progress. Encouraging signs are emerging in both employment and research and development (R&D). The latest results indicate a significant shift in the employment landscape, with 46Percentof companies planning to increase their workforce over the next six months. This is a turnaround from March 2024, when only 7 percent of firms expressed intentions to hire more staff. In addition, there is a notable increase in R&D activity, with 46 percent indicating plans to expand their R&D efforts. "This commitment to innovation underscores the industry's determination to remain competitive and adapt to changing market conditions. By prioritizing R&D, companies are positioning themselves to take advantage of emerging trends and opportunities, ensuring long-term growth. This innovative strength will be on display at electronica next month and at LOPEC 2025," concludes Klaus Hecker.

Visit [electronica](#) from November 12-15, 2024. [Printed Electronics Pavilion](#) powered by [LOPEC](#) in B6. Join the free [Printed Electronics Forum](#) powered by OE-A and LOPEC in the afternoon of November 13 and 14.

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 7% increase in turnover for the industry this year. For 2025 a plus of 19% 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 2025

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 February 25 - 27, 2025. www.lopec.com

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