

Direct Mail Advertising Market Players To Develop Advanced Solutions For Increased Benefits

The Business Research Company's Direct Mail Advertising Market 2022 – Opportunities And Strategies – Global Forecast To 2030

LONDON, GREATER LONDON, UK, June 16, 2022 /EINPresswire.com/ -- Major companies operating in the direct mail advertising sector are focusing on developing technology advanced solutions for direct mails. According to the global digital payments market analysis, there are many technologies to choose from that vary in terms of

accuracy, reliability, and costs. Among them is near-field communication (NFC). NFC is a microchip inserted in the direct mail piece that can emit short radio waves that communicate with the mobile phone to activate a digital experience. An NFC-enabled mobile device must be placed over the NFC-embedded direct mail, and the content will appear on the mobile screen.

The benefits associated with direct mail advertising are contributing to the [direct mail advertising market growth](#). The major benefits associated with direct mail advertising include high read rate, response rate, ability to target the household rather than an individual, multiple reads of one documents and personalization. The tangible benefits that direct mail offers along with the facility that personal and special messages can be delivered to the target customers, builds trust in customers. Also, direct mail tends to have a longer shelf life than email or digital marketing.

Read more on the Global Direct Mail Advertising Market Report

<https://www.thebusinessresearchcompany.com/report/direct-mail-advertising-market>

The global direct mail advertising market size is expected to grow from \$40.88 billion in 2020 to \$46.40 billion in 2025 at a rate of 2.6%. The global direct mail advertising market share is then expected to grow at a CAGR of 0.8% from 2025 and reach \$48.36 billion in 2030.



Direct Mail Advertising Global Market 2022 – Opportunities And Strategies – Global Forecast To 2030

Major players covered in the global [direct mail advertising industry](#) are RR Donnelley, Quad/Graphics, Inc., Dai Nippon Printing Co., Ltd., Valassis Communications, Inc., Steel Connect, Inc. (IWCO Direct).

TBRC's direct mail advertising market report is segmented by type into Postcards, Self-Mailers, Letters And Envelop, Dimensional Mailers, Catalogs, by end-user into Retail, Banks & Financial Institutions, Media & Entertainment, Government, Transportation, Others.

Direct Mail Advertising Market 2022 – By Type (Postcards, Self-Mailers, Letters And Envelop, Dimensional Mailers, Catalogs), By End-User (Retail, Banks & Financial Institutions, Media & Entertainment, Government, Transportation), And By Region, Opportunities And Strategies – Global Forecast To 2030 is one of a series of new reports from The Business Research Company that provides a direct mail advertising market overview, forecast direct mail advertising market size and growth for the whole market, direct mail advertising market segments, geographies, direct mail advertising market trends, direct mail advertising market drivers, restraints, leading competitors' revenues, profiles, and market shares.

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