

## MEDIA RELEASE

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For immediate release:

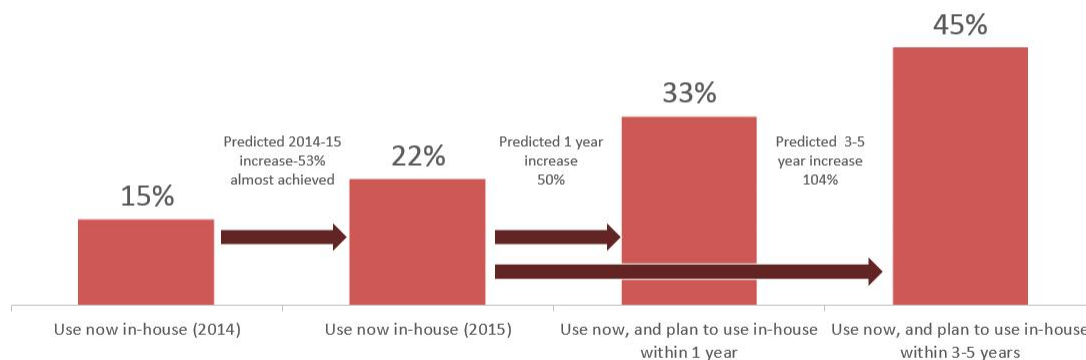
### The Business Advantage Groups Worldwide CAD Trends 2015 Results

#### 3D Printing Trends

**47% Growth over the Last Year, 50% Growth Forecast in 2015, 105% Growth over Next 5 Years**

The IT, software and telecom industry research specialist, The [Business Advantage Group](#) announced the results of its annual [Worldwide CAD Trends 2015 Survey](#) last month, and this week released more details specific to the trends in 3D Printing.

### 3D Printing Growth Trend for CAD Users



“3D Printing is currently used by 22% of Worldwide CAD users and managers and strong future growth is anticipated. By the end of this year 33% of the users and managers surveyed are expected to be using 3D Printing, and in the coming 3 to 5 years, the usage is expected to grow to 45% of users and managers,” commented Chris Turner, CEO/Managing Director of The Business Advantage Group.

“Growth is predicted in all industries while adoption varies widely across industry sectors. For example, in manufacturing use of 3D Printing is expected to grow 39% (increasing usage in 2015 from 33% to 46%), while in AEC it is expected to grow 110%, although from a much lower base (increasing in 2015

from 9% to 19% usage). Within the next 5 years, the usage is expected to be 57% in Manufacturing and 45% in AEC. Across sectors, the current usage is highest in Education (68%) and Manufacturing (33%), whereas usage in AEC, Utilities, and Process and Plant industries is currently in the range of 9% to 11%. Regionally, highest usage is in North America (28%) followed by Asia Pacific (21%) and then EMEA (17%). Usage in large companies (34%) is much higher compared to medium (24%) and small companies (9%).”

“The results of this survey were based only on responses from CAD users, Designers, Engineers, Professionals including managers and senior executives. Therefore, growth figures relate only to this audience. Because 3D Printing has wider potential use in applications such as additive manufacturing, the overall growth in 3D Printing is likely to be much higher than this survey forecasts. Perhaps less encouraging for 3D Printer manufacturers is low brand recognition among the CAD user/manager, Design and Engineering audience, 51% could not name their brand of 3D Printer. Of those that could name their brand, 1 in 5 (20%) mentioned Stratasys, and 1 in 10 mentioned Makerbot, 3D Systems and Cubify.”

Based on the CAD, Design and Engineering audience already using or planning to use 3D printing, the main benefits are perceived to be design improvements (66%) followed by savings in design time (48%) and cost savings (24%), as well as faster time to market (36%). It appears that the product designers in particular have much to gain from 3D printing. The ability to 3D print low-cost physical prototypes early and locally is speeding the design process by enabling tangible design checking and improvement of form, function and fit as well as testing customer reaction with fast iterations.

The annually published Worldwide CAD Trends Report is a high level summary of insights gained from the data gathered in the annual CAD Trends Survey. If you are interested in a more detailed analysis or insights, such as information on a specific trend by region, industry or software vendor, then please feel free to contact us for more information.

### **Notes for Editors**

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**Business Advantage:** Formed in 1992, **The Business Advantage Group** is a B2B market research, business development and marketing consulting practice operating in the global IT, Digital Communication and Telecommunications sectors. Their team of specialist researchers and consultants



has undertaken over 1,200 B2B market research and consulting projects on a worldwide basis and has completed assignments for information and communications technology clients in over 100 countries, spanning five continents.

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