

Upturn in Photography

Market analysis 2018 of prices
of pro photographers & photo studios

Differentiation leads to success

The 2018 edition, too, of the annual price and product analysis for professional photography presents interesting facts and figures. In a comprehensive collection of data, the analysts at XXLP!X have yet again compared and evaluated in detail more than 2,000 service offers from 250 photographers and photo studios. As a result, the analysis shows the current price developments and illustrates trends in product offers and the positioning of the protagonists in the photographic services sector. Past years have shown that the overall positive economic developments are also reflected at photo studios and with photographers – the sector is on the rise, a trend that has continued to intensify over the past year. In addition to significant price increases in wedding photography, the prices for résumé shoots and portrait sessions have also been affected by the positive trend.

The average price for a large wedding shoot exceeds 1,200 euros for the first time.

Over the last years it has become increasingly clear that the market for photo services has required some changes. The industry has recognised and accepted this, and has already started to adapt. Photographers now work their markets in an increasingly differentiated way and diversify their service offerings. Even in areas in which there appears to be little scope for individual offers, the photographers are being creative and find attractive niches for their services.

One trend is particularly effective: in particular for large photo shoots, the photo studios evaluated have extended their ranges to a considerable extent to take individual customer requirements into consideration. The increasing differentiation of shoot offerings to include smaller and larger shoot variants allows photographers to service both customers with smaller budgets as well as those willing to invest greater sums. Especially in the high-price market segment, significantly higher prices are being pocketed for tailored services than in the previous year.

Modern photographers have succeeded in creating an emotional connection between the event and photography. Particularly those photographers who feel at home in the digital world and present their photo studios online as a website or on social networks (Instagram has established itself here as the leading platform) find it easier to reach new customers and

are particularly recommended through word of mouth. These are the new generation of photographers, who are already booked out well in advance for the wedding season.

This effect is amplified further due to the fact that the classic masters of photography no longer reach the younger target groups with their style. Young photographers and career changers who have grown up in the new world of communications can successfully fill the vacuum. They are skilled at using internet channels for winning new customers and building up an image to attract clients to their services.

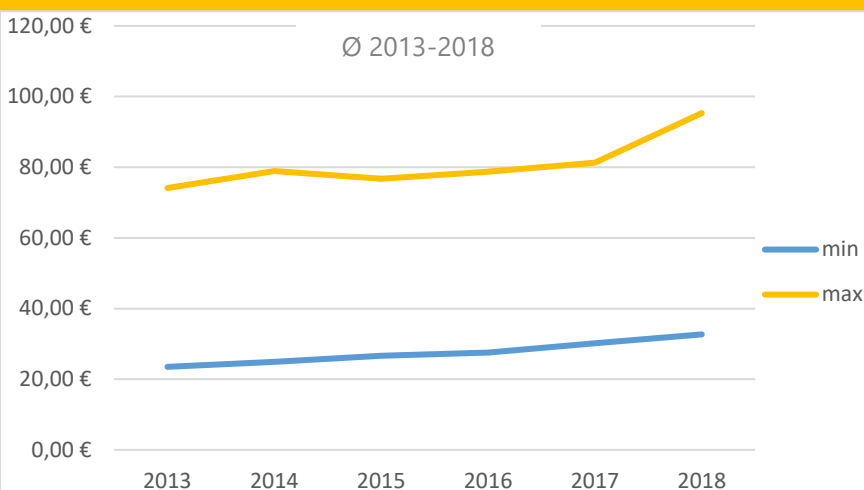
Regarding the basis of data and methodology of the study: XXLPIX GmbH examines the business models and service offers of professional photographers and photo studios right across Europe on an annual basis. For this purpose, 250 randomly selected companies are analysed in typical service categories, and their services, products, prices and business data evaluated. Within the selected shoot categories, a wider range of event and target group-specific services are summarised. These serve as a basis for segmented derivation. The data in this report is current as of June/July 2018.

The photo shoots selected for this analysis are subsequently evaluated with regard to starting price and maximum price. The resulting data is presented individually and transparently in the report.

Contents

Differentiation leads to success	2
Résumé shoots	5
Passport photos.....	8
Portrait photography.....	10
Family portraits	13
Wedding photography.....	16
Photo products.....	19
Number of photo shoots offered	20
About this market analysis	21

RESUME SHOOTS



	2017	2018
Ø	30,13 €	32,69 €
median	25,00 €	29,00 €
max	180,00 €	500,00 €
min	12,00 €	12,00 €

	2017	2018
Ø	81,29 €	95,32 €
median	57,00 €	89,00 €
max	380,00 €	1.500,00 €
min	17,00 €	20,00 €

Résumé shoots

The market situation for résumé or job application shoots has continued to develop well over the last years. This market development is down to two factors: The résumé shoot is a service that is not affected by a tendency towards semi-professionalisation. For the customer, the cost effectiveness of investing in good application photos is inherent. A good overall economic environment contributes to the willingness to invest in good résumé photos when applying for a new job. This is reflected in the complexity of offered services and the resulting prices for these.

The second development in the résumé photo shoot market is also testimony to the professionalisation of the marketing in the sector: Many market participants respond to the increased acceptance of the services with the differentiation of the services. The majority of the protagonists now offer customized packages for different target groups. A photo shoot

for an application to a management position is offered these days as a complex service package. The term “Business Shoot” seems to have established itself for this type of service. The offering is targeted at highly qualified applicants and can involve several hours including a change of outfit and location through to video production. For this high-end service, which is correspondingly extensive, prices of up to €1,500 are quoted. At the other end of the service spectrum would be a photo shoot for an application for a training position, for example. The classic photo for a trainee résumé costs somewhere in the region of €30 in 2018, unchanged from the previous year.

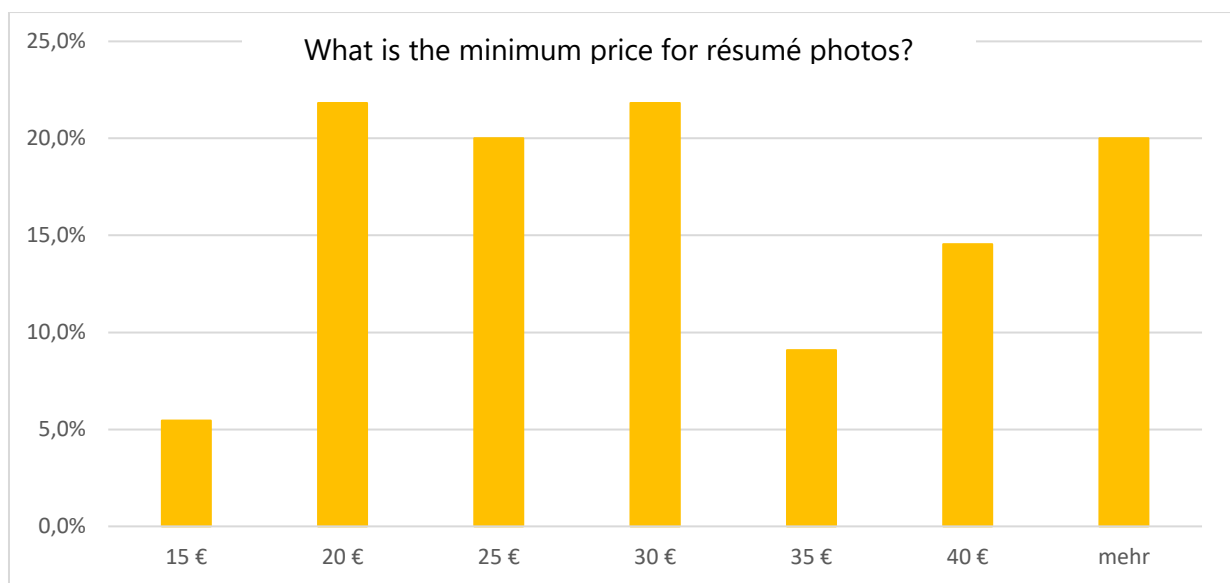


Fig.: Starting price, résumé photo shoot, determined values:

\bar{x} = € 32.69 | median = €29,00 | min = €12,00 | max = €500 | © XXLPIX GmbH Berlin 2018

The price for a small résumé photo shoot has risen in 2018 to an average of €32.69 (previous year: €30.05). A price of €12 was identified as the cheapest résumé shoot.

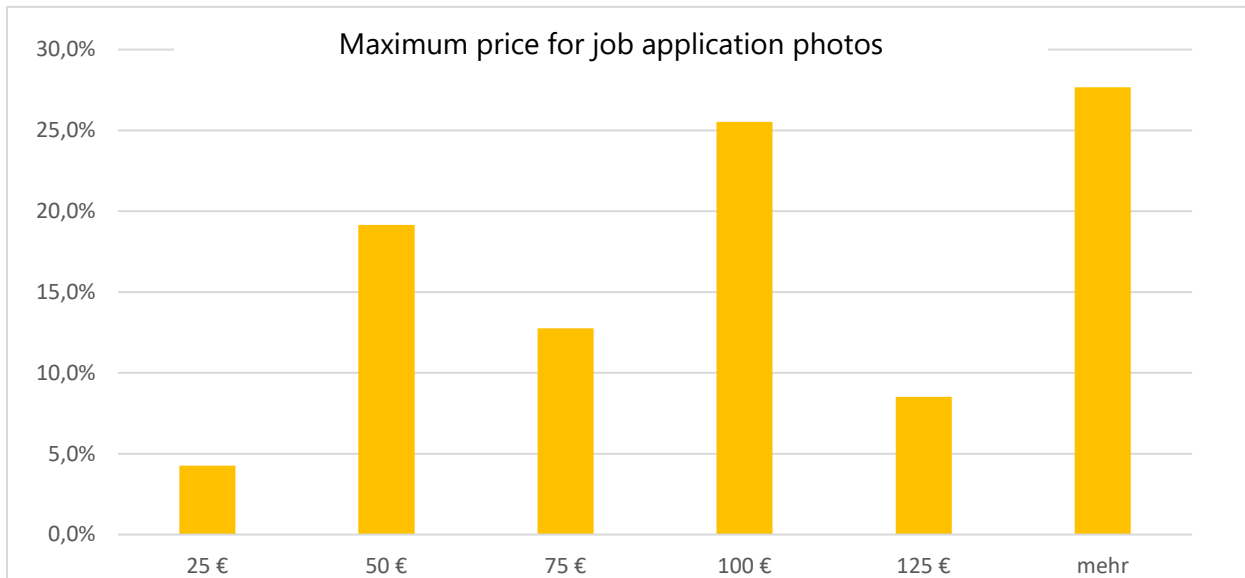


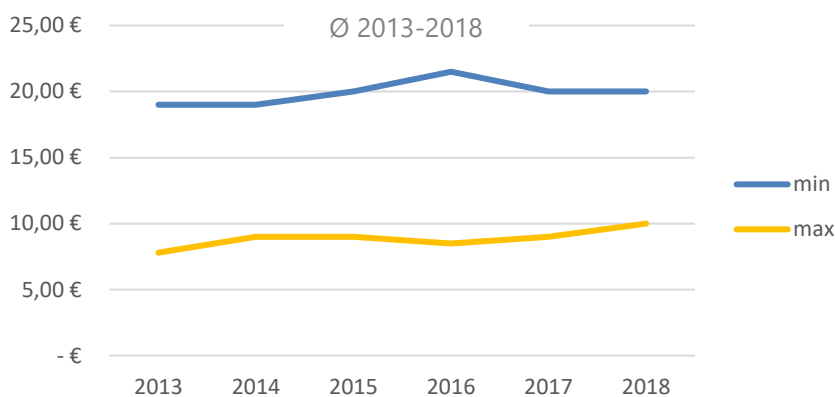
Fig.: Max price, résumé photo shoot, determined values:

Ø = €95.32 | median = €89,00 | min = €20,00 | max = €1,500 | © XXLPIX GmbH Berlin 2018

Large résumé shoots are increasingly aligned in 2018 with the price threshold of €100. Over 30% (in 2017 it was still 22%) of photographers already ask for prices above this price threshold. For the first time, offerings for large résumé photo shoots for over €1,000 were reported in this market study.

The average price for the large résumé shoot has increased to an average value of €95.32 (2017: €81.29). In 2019, the €100 price threshold may well be reached as a new reference value.

PASSPORT PHOTOS



	2017	2018
Ø	13,73 €	14,28 €
median	14,00 €	14,00 €
max	20,00 €	20,00 €
min	9,00 €	10,00 €

Passport photos

Passport photos are a standardised service that offers very little scope for variation in price and service. The consumer expects a solution to a simple need. Leeway for creativity and differentiation is also limited because of the prescribed requirements and official regulations. Occasionally, differentiation approaches have been documented: special photos for foreign documents or for children's passports are offered, which are slightly higher in price.

Passport photos are priced within correspondingly narrow limits due to the lack of freedom of design and the high level of comparability of services. The passport photo service is thus offered at a de facto standard price. This lies between 10 euros and 20 euros. This year, the average price of the service reached €14.28 (previous year: €13.70).

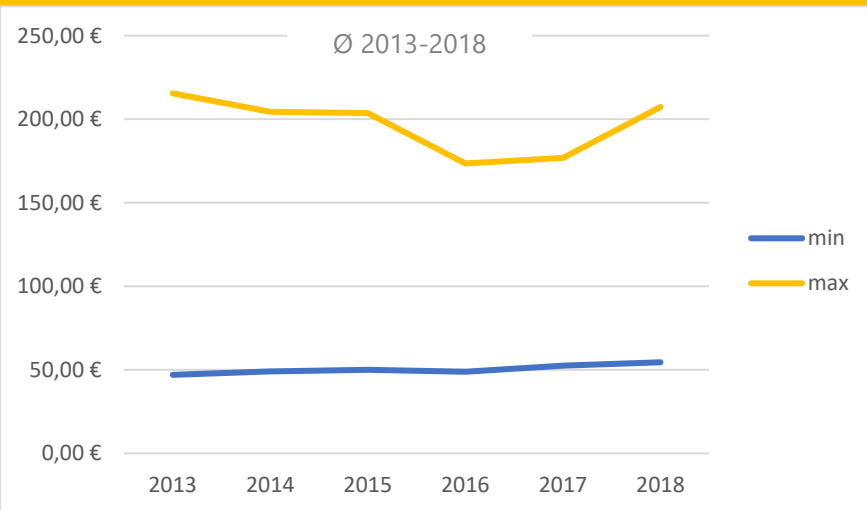


Fig.: Prices for passport photos, determined values:

\bar{x} = € 14.28 | median = €14,00 | min = €10,00 | max = €20,00 | © XXLPIX GmbH Berlin 2018

The market for passport photos is characterised by the price thresholds of €10 and €20. The price increases for this service are a result of the fact that ever more service providers are nearing the upper price threshold of €20. In 2018, the average price has increased for the first time on the previous year by 4.3% (still 1.6% in the year before). The average price of €14.28 indicates that a majority of service providers still align their prices against the lower threshold of €10. Offers of over €20 were not reported.

PORTRAIT PHOTOGRAPHY



	2017	2018
Ø	52,48 €	54,54 €
median	45,00 €	49,50 €
max	180,00 €	139,00 €
min	10,00 €	10,00 €

	2017	2018
Ø	176,76 €	207,25 €
median	144,50 €	149,00 €
max	499,00 €	750,00 €
min	14,00 €	14,00 €

Portrait photography

The portrait photography category is comprised of various very different service offerings. These are offered to different target groups in very highly differentiated forms. This segment thus has the highest heterogeneity in this analysis, which also explains the large range of prices between the designated service offers. There are always small-scale, simple portrait shoots for spectacularly low entry prices of €10 and up in the market. At the same time, there is also a trend here towards ever more complex shoot packages.

This trend, which began several years ago, is increasingly visible this year in the portfolio analysis of the photo studios. The services offered are expanded to include tailored shoot categories through creative diversification. Aside from the common differentiation by means of the complexity of the shoot (small, medium, large), needs-orientated offers that are aligned with unusual customer requests and requirements are also included.

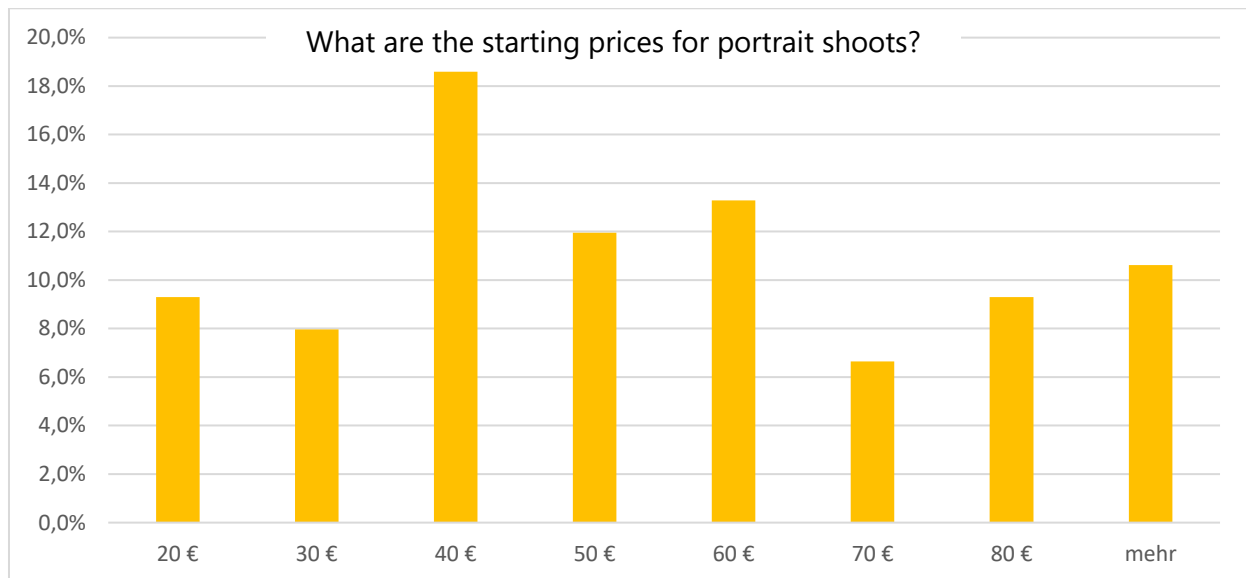


Fig.: Starting prices, portrait photography, determined values:

\bar{x} = € 54.54 | median = €49,50 | min = €10,00 | max = €139 | © XXLPIX GmbH Berlin 2018

For many years we have reported on product offerings that start at an entry price of €10. These price models establish the realisation of follow-up income through image sales. The average entry price for portrait photography increased this year by a further 2.7% to €54.54 (The median value is €49.50 in 2018). As many as 41.2% of photographers charge €50 or more for a portrait shoot.

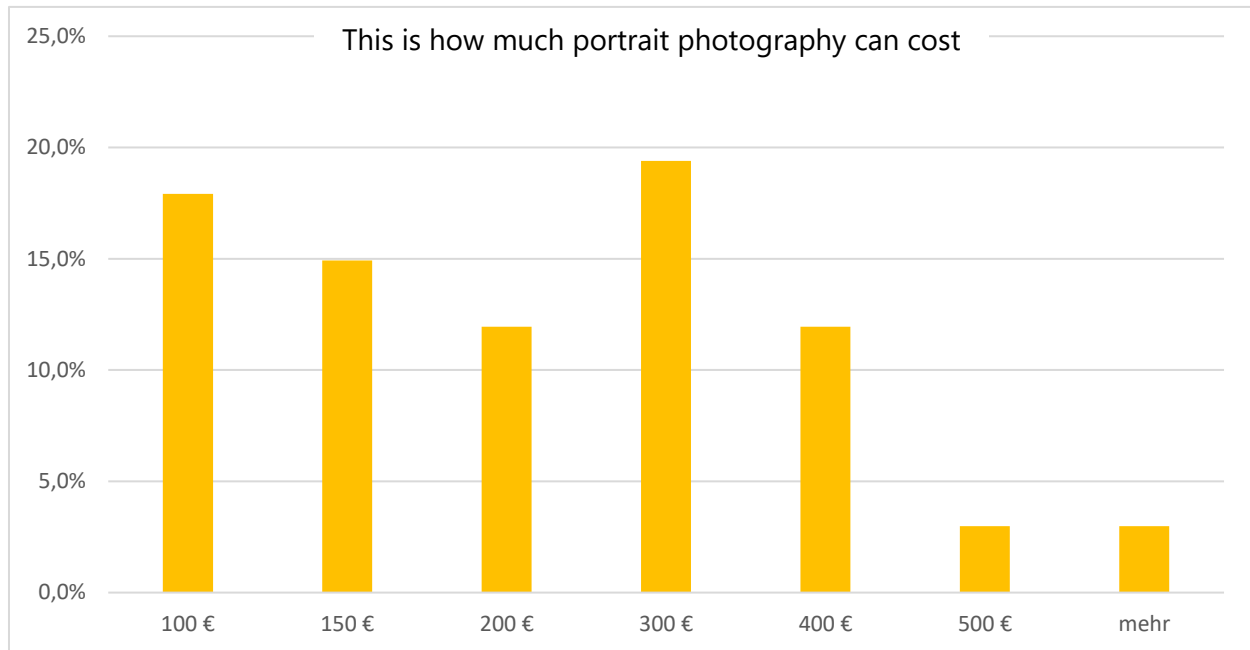


Fig.: Maximum prices for portrait photography, determined values:

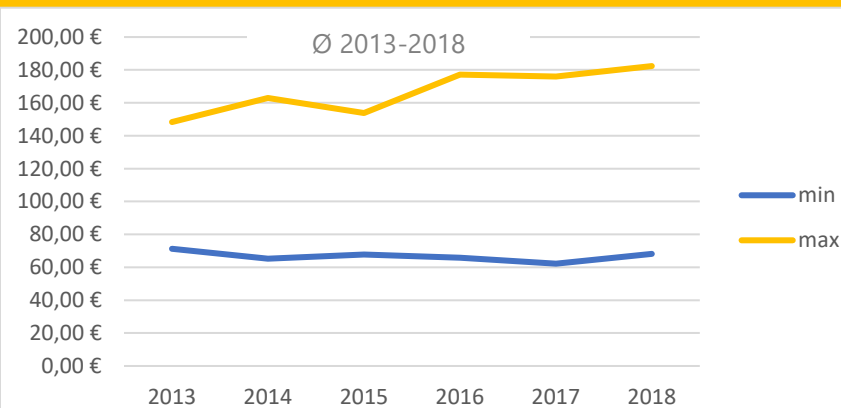
\bar{x} = € 207.25 | median = €149 | min = €14 | max = €750 | © XXLPIX GmbH Berlin 2018

While the maximum price for large photo shoots in the past years was around €500, the highest recorded value for portrait photography climbed to €750 for the first time in 2018. The average price for a large portrait shoot has climbed to €207.25 (previous year: €176.76).

The most cost-intensive premium portrait shoots include nude photography as well as shoots with an event character such as water or colour splash sessions. Aside from complicated shoots in the studio, outdoor photography also plays an increasingly important role here. Time requirements and specialist equipment lead to the higher prices for this sort of package offerings.

The proportion of photographers offering a portrait shoot for under €100 has continued to sink in 2018. A mere 21.8% of the evaluated photo studios price a large photo shoot at under €100.

FAMILY PORTRAITS



	2017	2018
Ø	62,21 €	68,19 €
median	59,00 €	62,50 €
max	125,00 €	225,00 €
min	10,00 €	10,00 €

	2017	2018
Ø	175,96 €	182,35 €
median	137,00 €	129,00 €
max	499,00 €	490,00 €
min	19,00 €	19,00 €

Family portraits

In the case of family portraits, which also always covers group and couple portraiture in the analysis, the industry is slowly abandoning traditional price limitations. 34% of photographers still offer their services at the price threshold of €50 but, in contrast, as many as 21.3% are taking advantage of the room to manoeuvre within the price acceptances of the customers and have set an entry-level price of €100 for family portraits. 14.9% even charge over €100 as a base price for a family shoot.

The average price for a family shoot has risen rather tentatively in comparison to other areas of photography. The lowest entry prices for a family shoot have been at around €10 since 2013 – an indication that revenue is calculated into follow-up sales here too. The highest prices reported have been at around €500 since 2015. The average price for portrait photography has increased by around €6 and 4.2% in 2018 compared to the previous year.

A creative extension of the services offered, like that in other types of shoot, could not be reported in the case of family portraits.

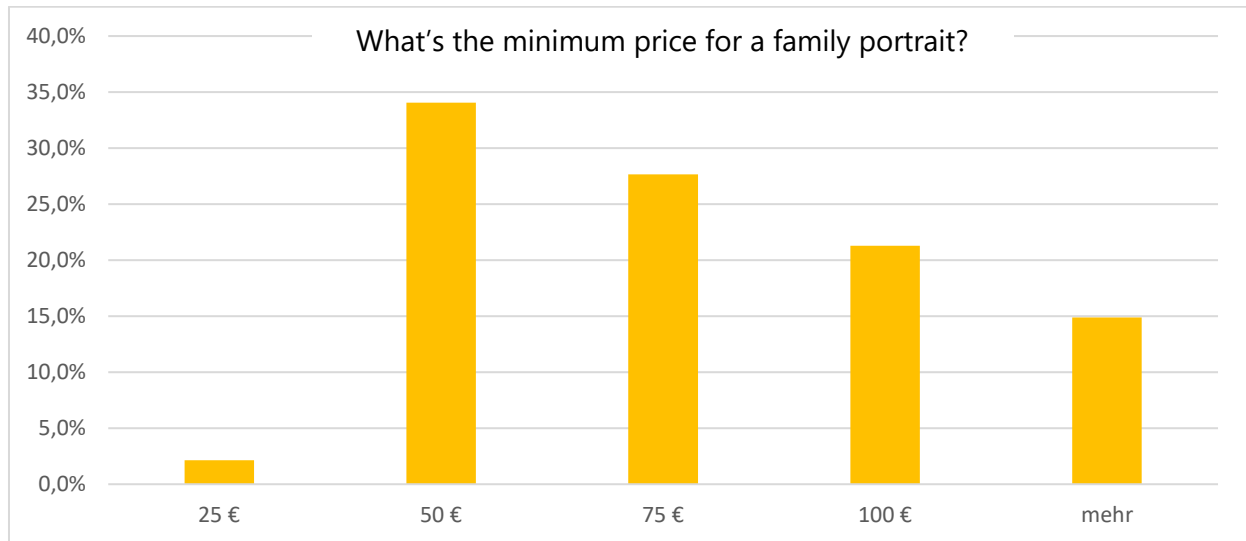


Abb.: Starting prices for family portraits, determined values:

Ø = € 68.19 | median = €62,50 | min = €10 | max = €225 | © XXLPIX GmbH Berlin 2018

The starting price for family portraits in 2018 was primarily in the €50-€100 price segment. Almost 15% of photographers offer a small family portrait shoot for over €100.

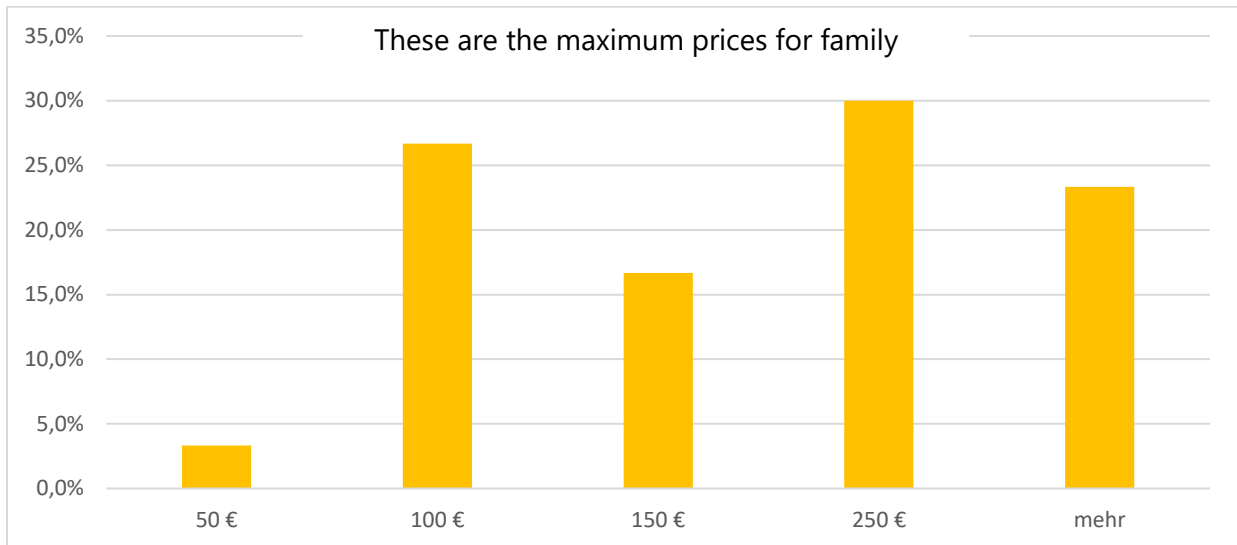
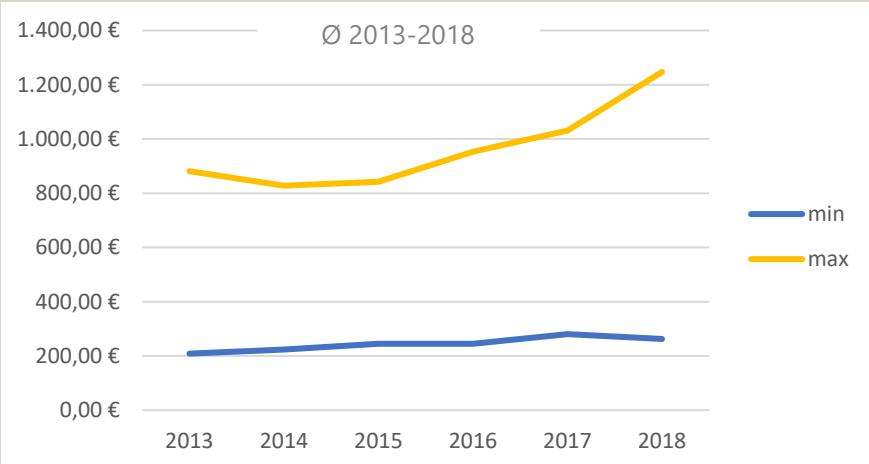


Abb.: Max. prices for family portraits, determined values:

Ø = € 182.35 | median = €129 | min = €19 | max = €490 | © XXLPIX GmbH Berlin 2018

When it comes to large family shoots, many photographers orientate their prices towards price thresholds. As in the previous years, the majority of market participants see these as being €100 and €250. More and more photographers (56.7%) base their prices on these thresholds. The average price rose in 2018 by 3.6% to €182.35 (previous year: €175.96).

WEDDING PHOTOGRAPHY



	2017	2018
Ø	280,28 €	262,26 €
median	225,00 €	212,50 €
max	990,00 €	850,00 €
min	15,50 €	15,50 €

	2017	2018
Ø	1.030,61 €	1.247,17 €
median	894,50 €	1.150,00 €
max	2.800,00 €	9.190,00 €
min	60,00 €	120,00 €

Wedding photography

The highest prices for photographic service can be found in the area of wedding photography. And the prices for wedding photography vary enormously: From the simplest photographic accompaniment of the ceremony itself to a photo reportage over several days, including video production and the creation of high-quality photo products, there are virtually no limits.

In 2018, the lowest price determined for a wedding shoot was €60. The highest prices can be 5-figure sums. Services for weddings are offered in various forms and ever more often highly customised for the individual clients. Prices are thus also increasingly negotiated on a client-to-client basis.

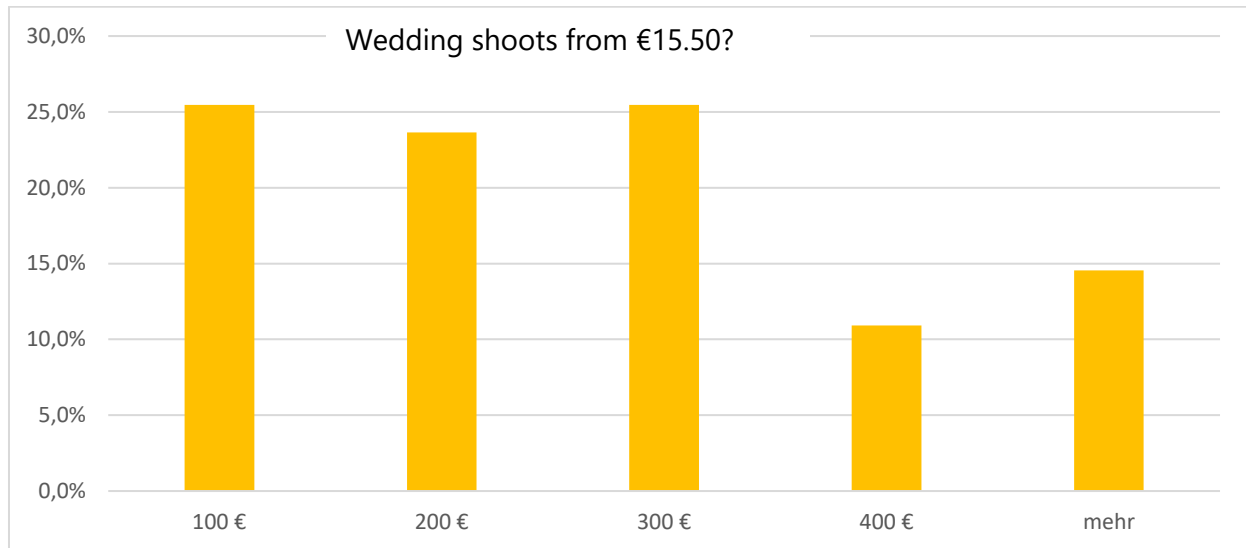


Abb.: Starting prices in wedding photography, determined values:

Ø = € 262.26 | median = €212,50 | min = €15,50 | max = €850 | © XXLPIX GmbH Berlin 2018

Almost 75% of entry prices for wedding photography are in the <€300 range. Less than 15% of photographers charge a starting price of more than €400. Simple shoot offerings in the lower price segment generally involve photographic accompaniment at the registry office.

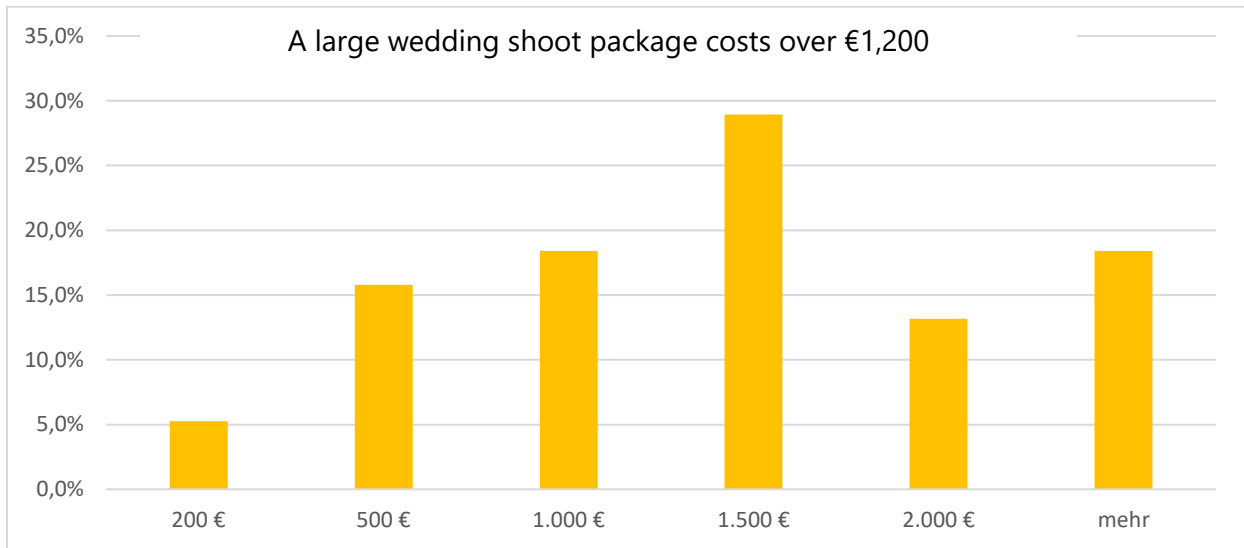


Abb.: Maximum prices for wedding photography, determined values:

Ø = € 1,247.17 | median = €1,150 | min = €120 | max = €9,190 | © XXLPIX GmbH Berlin 2018

The price for large wedding shoots climbed further in 2018 with a huge leap by 23.46%. This is primarily due to more and more photographers extending their range of services with offers of high-priced wedding shoots.

In 2018, the vast majority of photographers (78.9%) offer a large wedding shoot from €1000. Depending on the wishes of the happy couple, the price of a large wedding shoot ranged up to €10,000 in 2018.

The wedding as an exclusive reportage is experienced as an event. This means that extensive photo coverage can range over several days. The services provided by the photographer can often be much more than the photography of the event in this case: As a full-service provider, the photographer may additionally provide the make-up artist or organise vintage cars as a backdrop for the photos. This development leads to an increase in the prices for the large wedding package, which costs an average of €1247.17 in 2018.

Photo products

Although high-quality photo products are an attractive and impressive opportunity for presenting professional photography, nearly half of all photographers forego this revenue opportunity. Only a third (33%) offer only photo prints. 29% of photo studios offer canvases or posters. These studios are not only missing out on attractive sales potential, they are also passing up the chance to use the impressive visual impact of large format to win new customers – and this against a background of a rapidly-growing market for large-format photography.

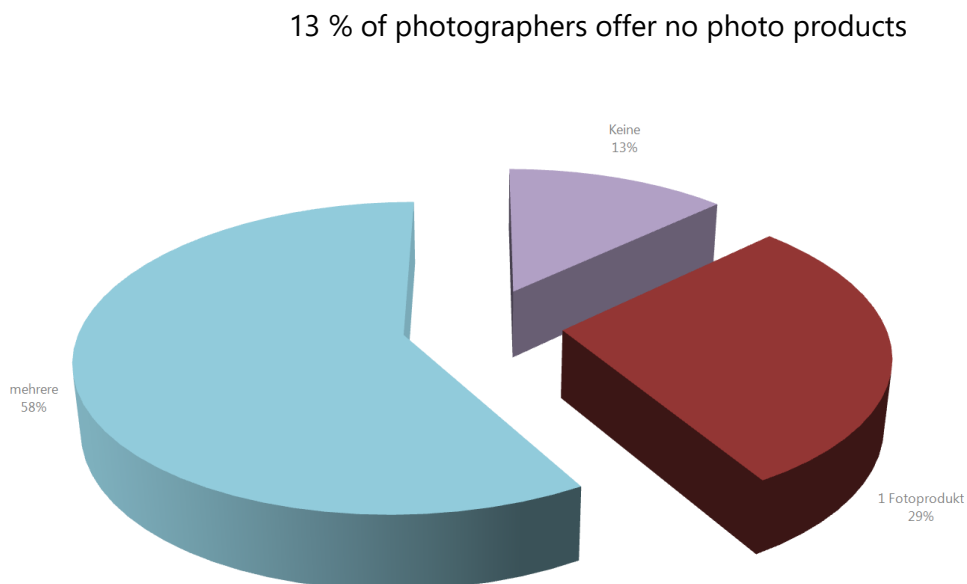


Fig.: Number of photo products offered, © XXLPIX GmbH Berlin 2018

Number of photo shoots offered

Professional photo studios differ considerably in the services they provide. This is reflected directly in the number of photo shoots on offer. Around a quarter (28.3%) of the service providers surveyed offer their clients a selection of up to five different photo shoots. The number of photo studios offering more than five shoots has grown sharply – 37% provide their customers in 2018 with between 6 and 9 different photo shoots. At the same time, customers can select from between ten and more different photo shoots at 34.8% of photographers.

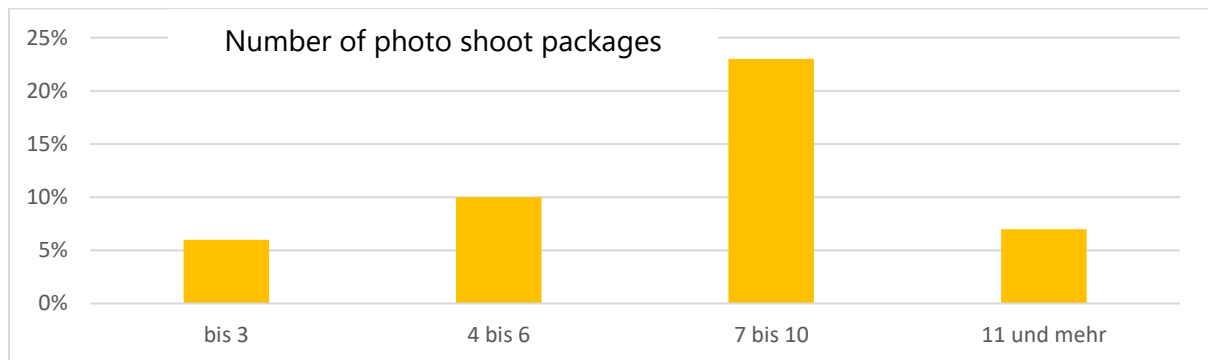


Fig.: Number of photo-shoot packages, determined values:

$\bar{x} = 12.5$ | Median = 11 | min = 1 | max = 50 | © XXLPIX GmbH Berlin 2018

About this market analysis

Population: 250 European photo studios were surveyed. The number of studios operating in a large city with 100,000 inhabitants has dropped. Only a total of 42.9% are still located in metropolitan areas. The majority of photographers (44.9%) are now located in smaller towns. 12.2% work in places with less than 5,000 inhabitants.

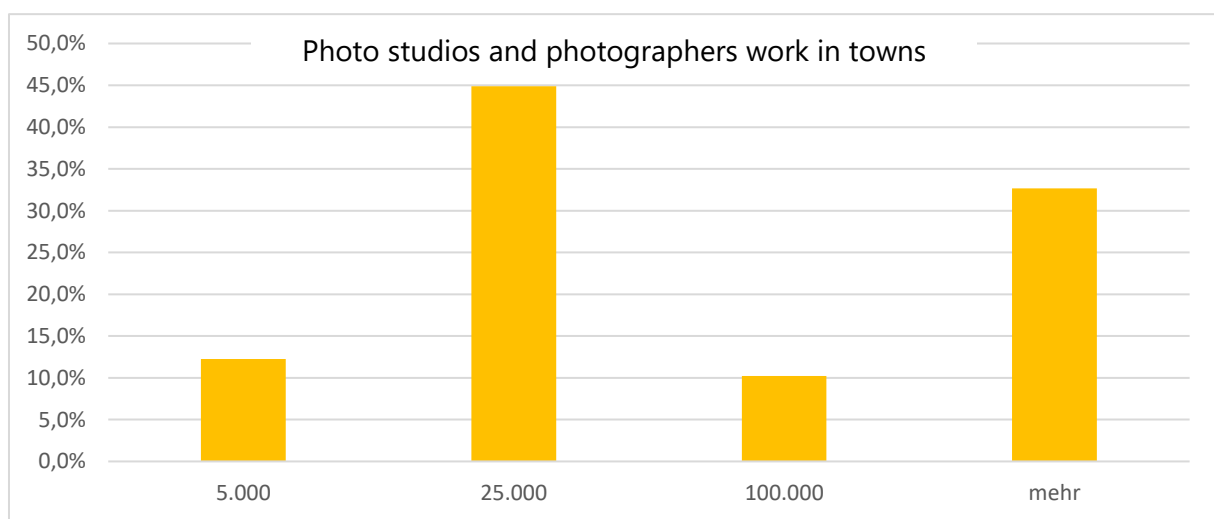


Fig.: Urbanity in photo studio locations | © XXLPIX GmbH Berlin 2018

The analysed population for the report consists of 250 randomly selected XXLPIX customers (from amongst more than 35,000) in Europe. Our client structure has a geographical bias in Western Europe, for example Belgium, Denmark, Germany, France, the UK, Italy, Austria, the Netherlands, Spain and Sweden. Businesses in these countries are over-represented in comparison to Eastern European countries due to this client structure. XXLPIX customers are – as previous studies have shown – outstandingly commercially active and have above-average interest in sales, marketing and raising turnover. This also has an influence on price structures.

Business size: Since 2016, we have also analysed the size of participating companies in our survey, in terms of number of employees. 55.6% of studios are run by one photographer as sole proprietor. 80.3% of the businesses have a maximum of three employees. Only 7% of the photo studios surveyed in 2018 have more than six employees.

Survey period: Data collection was carried out in the period from 25 June to 12 July 2018. The data was subsequently evaluated and analysed by our XXLPIX consultants.

Prices: Prices which were given in a currency other than Euro were converted at the exchange rate for 13 July 2018.

Further information: Additional information and graphical representations on the market price survey are provided online under <http://www.xxlpix.net/en/professional-know-how/>.

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About XXLPIX: XXLPIX® is one of Europe's leading solution providers for professional photographers, photo studios and specialist dealers. The photo lab supplies over 35,000 professional customers with premium large-format photo products. XXLPIX® is active Europe wide and delivers its products and services to over 50 countries all around the globe. The company headquarters are in Alexanderplatz in Berlin Mitte.

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