

Chapter 5

Trend Forecast in 3D Printing

ABSTRACT

Few forecasting companies at the end of first decade of 21st century predict boom in 3D printing manufacturing including developing new technologies. Three most famous, Gartner and Wholers Industries and McKinsey even calculated volumes. Gartner in their Hype Cycle predict phases in technology development. All analytic companies predicted usability of technology and fast adoption. Because of very fast adoption, this technology even today generates revenue in different industries. Consumer market, automotive industry, medicine, aerospace industry is top performers and leaders in usability. This technology generating revenue in material consumption and spare part production and delivery. Personal 3D Printers are now available for more households then before, giving the space for home manufacturing to the more and more home offices.

INTRODUCTION

In recent years, 3D printing has attracted increasing attention. The prospect of machines that can print objects much the same way that an inkjet printer creates images on paper has inspired enthusiasts to proclaim that 3D printing will bring the next industrial revolution (known as Industry 4.0).

Gartner started with his first Hype Cycle report about Emerging technologies, and today they publishing more than 120 Hype Cycles.

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What is the Gartner Hype Cycle?

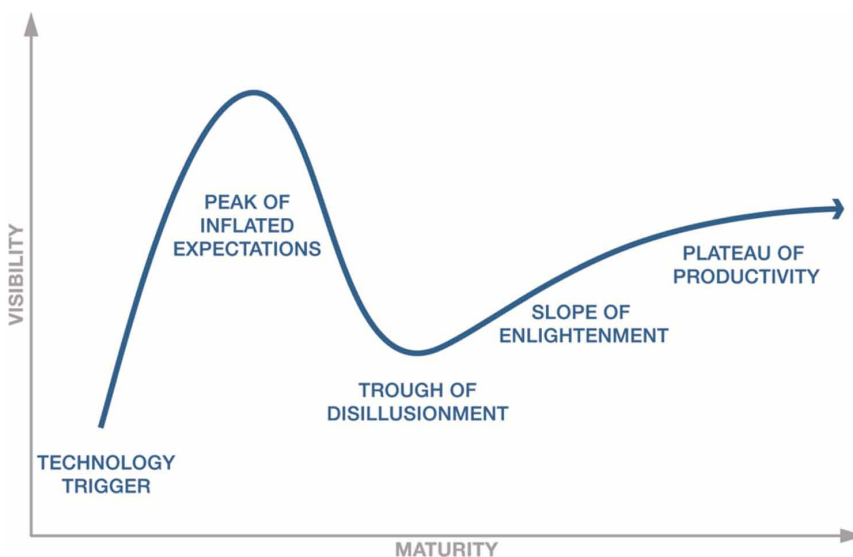
The cycle of hype and disappointment is so common that Gartner has given it a name – the Hype Cycle, because all the initial enthusiasm is built mainly on hope and hype. (Jackie Fenn, Mark Raskino, 2008) Figure 1 represents Gartner generic Hype Cycle. In 2014, position for consumer 3D Printers were at the top of the Peak of Inflated Expectations. This means that rumors that this technology will be new big wave were at the top of the inflated expectations. In next two years, things went to the right place – with more installed 3D Printing base, users understood all advantages and disadvantages of the technology. With this new reality into the mind, new users start to buy more quantities, using 3D printers for manufacturing variety of groups of products.

How We Interpreted Hype Cycles

Horizontal axis shows time. Each part of curve has a name. (Curve is superposition of two simplest curves: left part-statistical mode and right part – product life cycle (only right part of this curve)).

- **The Innovation Trigger:** The hype cycle starts when a breakthrough, public demonstration, product launch, or some other event generates

Figure 1. Gartner's generic Hype Cycle (Source: Wilson, 2014)



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