

China Quarterly Provincial Hardcopy Peripherals Tracker

With competition in the China printer market becoming more intense, vendors are trying to penetrate the second-, third-, and even fourth-tier cities in an attempt to maximize market opportunities and generate revenue. As a result, these vendors are constantly looking to track rapidly growing provinces as well as those provinces where it will be easier for the vendors to gain considerable market shares. These vendors also need to know the relative rankings of their competitors in the various provinces of China to plan their go-to-market strategies. IDC's *China Quarterly Provincial Hardcopy Peripherals Tracker*[®] is designed to help these printer vendors that are targeting the large and growing China market. The product offers timely and critical intelligence of each Chinese province to printer vendors to help them formulate strategic and tactical plans to compete more effectively in China, which is one of the fastest-growing printer markets in the world.

Technology Coverage

This tracker provides total market size and vendor share information for the following technology areas. Measurement for this tracker is in unit shipments and revenue.

Technologies and sub-technologies:

- Single-function laser printer
- Multifunction laser printer
- Single-function inkjet printer
- Multifunction inkjet printer
- SDM
- Laser form factor (mono and color)
- Laser page size (A3 and A4)

Segmentations:

- Province
 - Vendor
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Geographic Scope

- PRC(1)
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Data Deliverables

This Tracker is delivered on a quarterly basis via a web-based interface for online querying and downloads. Deliverables for this tracker are listed below. For a complete delivery schedule please contact an IDC sales representative.

- Historical pivot data
 - Forecast pivot data
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include one year of historical data, two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the country level. Examples of the segmentations being forecast in this tracker include:

- Unit shipments and revenue by product line (single-function laser printer, multifunction laser printer, single-function inkjet printer, multifunction inkjet printer, and SDM)
- Unit shipments and revenue by province

IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenue, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

Planning Process

- Regional-, state-, or city-level planning — setting regional-, country-, state-, or city-level sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, and geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC's Global Tracker Process at Work

