

# Worldwide Quarterly Industrial Printer Tracker

IDC's *Worldwide Quarterly Industrial Printer Tracker*® fills the need for detailed and timely information on the global industrial printing market. This market includes devices for non-document printing applications, which are separated into five major categories: large format, label and packaging, direct to garment, industrial textile, and direct to shape. The core of this product is a comprehensive electronic database, detailing developments and trends as more and more industrial printing applications realize the benefit of converting to digital. It includes powerful query capabilities using filters such as ink type, media size, absolute speed, max print width, media output, and primary application. Data can be drilled down to be as granular as model-level information per vendor. This product also provides insightful vendor share historical analysis along with units and value forecasts up to five years for each product category by ink type, media size, hardware class, or primary application per country per region.

## Technology Coverage

This tracker provides total market size and vendor share for the following technology areas, with measurements in units, shipment value, and ASP.

### Core Coverage:

- Product category: Large format, label and packaging, direct to garment, industrial textile, and direct to shape
- Product: Large format (CAD versus graphics), label and packaging, direct to garment, industrial textile, desktop label (available in APEJ and PRC regions), and direct to shape
- Toner/ink type: Aqueous, dye sublimation, eco-solvent, latex, solid ink, solvent, open system, thermal, toner, and UV
- Media size: 18in., 24in., 36in., 42-44in., 45-71in., and 72in.+
- Product brand/model name
- Vendors by product brand and model name
- Additional product specifications: Max print width, absolute speed, media output, hardware class, primary application, and single pass

## Geographic Scope

- **APEJC (13):** Australia, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, the Philippines, Singapore, Taiwan, Thailand, Vietnam, and rest of Asia/Pacific
- **Canada**
- **Central and Eastern Europe (16):** Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kazakhstan, Latvia, Lithuania, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine, and rest of CEE
- **Japan**
- **Latin America (8):** Argentina, Brazil, Chile, Colombia, Mexico, Peru, Venezuela, and rest of Latin America
- **Middle East and Africa (23):** Algeria, Bahrain, Egypt, Ethiopia, Ghana, Israel, Jordan, Kenya, Kuwait, Lebanon, Morocco, Nigeria, Oman, Pakistan (label and packaging data only), Qatar, Saudi Arabia, South Africa, Tanzania, Tunisia, Turkey, the United Arab Emirates, rest of Africa, and rest of Middle East
- **PRC**
- **United States**
- **Western Europe (16):** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom

## 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 data
- Forecast data

## Forecast Coverage

Forecasts for this tracker are updated quarterly and include historical data through a five-year forecast. The five-year forecast is made up of up to two-year quarterly and three-year annual market projections. Forecasts are available at the worldwide, regional, and country levels. The following details the coverage of the forecasts included in this tracker.

### Core Forecast Coverage:

- Product category: Large format, label and packaging, direct to garment, industrial textile and direct to shape
- Product: Large format (CAD versus graphics), label and packaging, direct to garment, industrial textile, and direct to shape
- Toner/ink type: Aqueous, dye sublimation, eco-solvent, latex, solid ink, solvent, open system, thermal, toner, and UV
- Media size (large format only): 18in., 24in., 36in., 42-44in., 45-71in., and 72in.+
- Hardware class (direct to garment and industrial textile only)
- Primary application (label and packaging only)