

# Latin America Quarterly Large Format Printer Tracker

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*Latin America Quarterly Large Format Printer Tracker*® examines how large format printer (LFP) vendors are positioning themselves to compete in Latin America's graphic arts and CAD markets, specifically Argentina, Brazil, Chile, Colombia, Mexico, Peru, and Venezuela, as well as the rest of Latin America. This service reviews the market size and market positioning of LFPs major vendors and includes a quarterly historical market sizing with details such as page size, page format, product, and toner/ink type for printers, copiers, and MFPs.

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## Technology Coverage

This tracker provides total market size and vendor share for the following technology areas:

Core coverage:

- **Product detail:** Color inkjet, monochrome inkjet, monochrome laser, and thermal
  - **Toner/ink type:** Aqueous, latex, solid ink, solvent, thermal, toner, and UV
  - **Size:** 17in., 24in., 36in., 42–44in., 45–71in., and 72in.+
  - **Format:** A0, A0+, A1, and A2
  - **Application type:** CAD and graphics
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## Geographic Scope

- Latin America (Argentina, Brazil, Chile, Colombia, Mexico, Peru, Venezuela, and the rest of Latin America)
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## Data Deliverables

This Tracker is delivered on a [quarterly, semiannual] 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
  - **Optional delivery:** Forecast data is now available for all ink types.
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## 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 revenues, 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, 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

