Latin America Quarterly Industrial Printer Tracker

IDC's Latin America Quarterly Industrial Printer Tracker® fills the need for detailed and timely information on the global industrial non-document printing market. The core of this product is a comprehensive electronic database detailing developments and trends in the large format printing, label and packaging, and textile segment, including direct to garment (DTG) and direct to fabric (DTF). Data can be drilled down to the model level per vendor. This product provides insightful historical analysis along with a five-year forecast for the market.

Technology Coverage

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

Core Coverage
- Product category: Large format, label and packaging, and textile
- Product: Large format (CAD and graphics), textile (direct to garment and direct to fabric), and label and packaging (label, folding carton, flexible, and corrugated)
- Product detail: Color and mono
- Toner/ink type: Aqueous, dye sublimation, eco solvent, latex, solid ink, solvent, textile ink — dye sublimation (disperse dye), textile ink — open system, textile ink — pigment, textile ink — reactive, toner, and UV
- Format: >A4, A4, A3, A2, A1, and A0+
- Product brand/model name
- Speed range
- Vendors by product brand and model names
- Additional product specifications: Size printing media, duty cycle, single step or double step (textile only), and others

Geographic Scope
- Argentina
- Brazil
- Chile
- Colombia
- Mexico
- Peru
- Rest of Latin America region

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 and 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. Coverage of the forecasts included in this tracker are as follows:

Core Forecast Coverage
- Product category: Large format, label and packaging, and textile
- Product: Large format (CAD and graphics), textile (direct to garment and direct to fabric, and label and packaging (label, folding carton, flexible, and corrugated)
- Product detail: Color and mono
- Toner/ink type: Aqueous, dye sublimation, eco solvent, latex, solid ink, solvent, textile ink — dye sublimation (disperse dye), textile ink — open system, textile ink — pigment, textile ink — reactive, toner, and UV
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

Local Relationships

- Interview local channels and vendors
- Analyze import records and distributor feeds
- Maintain local market and competitive expertise

Global Expertise

- Define IDC's taxonomy
- Hold discussions with worldwide headquarters of vendors
- Own IDC's global technology vision

Common Web Based Data Collection, Analysis, and Repository Tool

Regional Oversight

- Pan-regional comparisons and analysis
- Interview regional headquarters of vendors
- Hold a regional market perspective