

European Printers

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *European Printers* service assesses opportunities for the full range of printers from consumer, hybrid, network, departmental, high-end office, large format, and industrial and production printers. It includes market data, analysis, and forecast updates, and covers printers and scanners, supply opportunities, distribution channels, and user segmentation. The service leverages extensive IDC user insight and vendor research from IDC's broad range of research services, such as multifunction peripherals, quarterly printer trackers, printers by region/country, quarterly PC trackers, networks, public information sources, and regular global information technology user surveys.

Markets and Subjects Analyzed

- Production printers/MFPs: continuous form, color, and monochrome
- Production printer/MFP trends, forecast, and analysis
- Large format printers, trends, forecast, and analysis
- Printers/MFPs by technology and production segments, units, and value
- Printers/MFPs by country
- Printers by technology, speed, and value
- Printer trends, forecast, and analysis
- Printers by distribution channel and technology
- Printers by user segment
- MFP and printer convergence
- Installed base and printed page volumes
- A4 versus A3 market analysis
- Document scanners

Core Research

- Printer Forecast
- Printer Market Shares
- Production Cutsheet Printer/MFP Forecast
- Production Cutsheet Printer/MFP Market Share
- Large Format Printer Forecast
- Large Format Printer Market Shares
- Label and Packaging Forecast
- Continuous Production Inkjet Printers Forecast
- Production Page Volume Forecast
- Printer Distribution Channel Forecast
- Printer Sector Forecast
- Market Analysis Perspective: Printer Review
- Regular Market News

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [European Printers](#).

Key Questions Answered

1. Which printer market segments (technologies, countries) will provide the greatest growth?
2. What are the main opportunities and threats for the home, hybrid, office, industrial, and production print markets?
3. What is the size and dynamics of the large format printing market?
4. What is the size and dynamics of the label printing and packaging market?
5. What are the dynamics of the textile and garment printing market?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the printer market, including:

Bobst, Brother, Canon, Develop, Durst, EFI, Epson, FujiFilm, HP Inc., Kodak, Konica Minolta, Kornit, Kyocera, Landa, Lexmark, Mimaki, OKI, Ricoh, RISO, Screen, Sharp, ToshibaTec, Xeikon, and Xerox.