

## Australian Multi-Function Laser Printers Experienced a Modest Growth in 2018

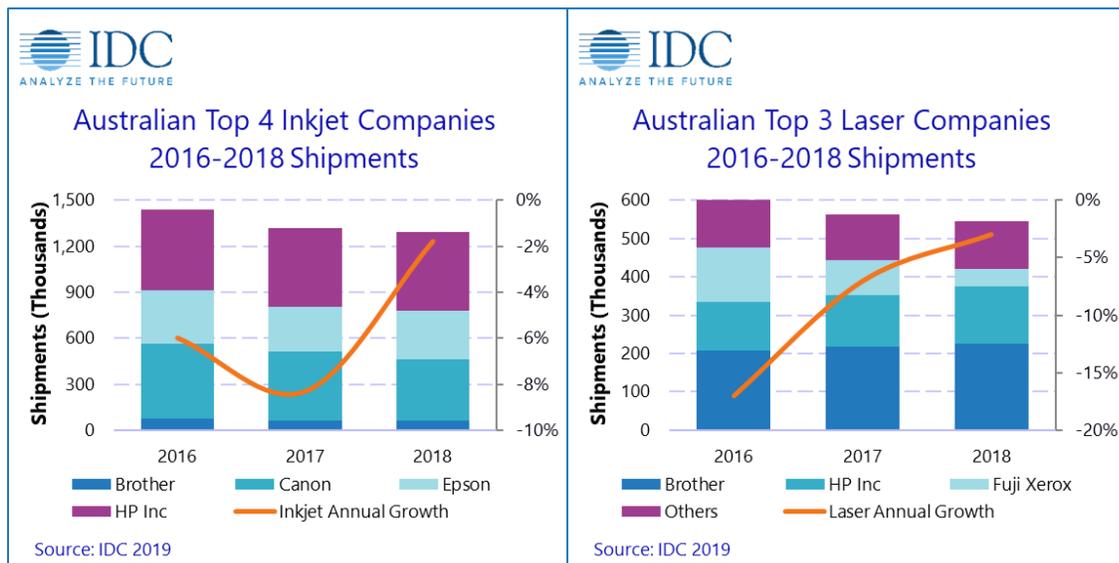
### IDC PRESS RELEASE

### Australian Multi-Function Laser Printers Experienced a Modest Growth in 2018

**SYDNEY, May 21, 2019** – The overall Australian printer market recorded 1.84 million-unit shipments in 2018, which was 2.2% less than that of 2017, according to the latest *IDC Asia Pacific Quarterly Hardcopy Peripherals (HCP) Tracker*. However, the decline has softened when compared to prior years, hinting at a level of stabilisation in the office printer market.

Selling volume for both inkjet and laser devices continued to drop, reported at -1.8% and -3.0% year-over-year (YoY) respectively. However, the shipment of colour laser multi-function products offered a slightly brighter spot in the shrinking market, with an annual growth at 6.8%.

Figure 1



Among the inkjet vendors, HP Inc had strengthened its position by increasing the occupancy rate on entry-level printers. In contrast, Canon lost a portion of market share for photo printing, with consumers shifting towards the use of self-service printing at retail stores.

In the laser market, Brother and HP Inc continued to be the leaders, while Fuji Xerox decided to exit the lower-end A4 printer market due to decreasing demand. Kyocera Document Solutions had narrowed the gap since 2017, gained share in both the A3 and A4 segments.

"Despite modest growth in certain MFP segments, the printer market size was still falling in Australia. Major vendors in this market can no longer rely on hardware sales alone, focus on solution-based approach that incorporates software and services imperative to maintain the value to the customer base. Printer vendors must be able to articulate how their solutions are solving customers business problems as they configure their work environment for the future." Said [Jimmy Li](#), Market Analyst at IDC.

**-Ends-**

### **About IDC**

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group ([IDG](#)), the world's leading media, data and marketing services company that activates and engages the most influential technology buyers. To learn more about IDC Australia, please visit <https://www.idc.com/anz>. Follow IDC Australia on Twitter at [@ IDC Australia](#) and [LinkedIn](#).

**For further information, please contact:**

**Jimmy Li**

Associate Market Analyst

IDC Australia/New Zealand

+61 2 9925 2228

[jili@idc.com](mailto:jili@idc.com)

## **About IDC**

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology and telecommunications industries. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 775 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 40 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting <http://www.idc.com/>.

IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. Additional information can be found at [www.idc.com](http://www.idc.com).

All product and company names may be trademarks or registered trademarks of their respective holders.

### **For more information contact:**

Jimmy Ersheng Li (jili)  
jili@idc.com  
61 2 9925 2228