Central and Eastern Europe HCP Market Dips in Units But Rises in Value, According to IDC

Prague, FOR IMMEDIATE RELEASE — Shipments of hardcopy peripherals (HCP) to Central and Eastern Europe (CEE) rose in value but declined in units year on year in Q2 2019, according to research from International Data Corporation (IDC).

IDC's Worldwide Quarterly Hardcopy Peripherals Tracker reports that 1.2 million units were shipped in CEE in Q2, a decline of 2.9% year on year. The shipments were valued at more than $387 million, which marked an 2.3% year-on-year increase.

The tracker found that inkjet shipments declined 7.6% in units but grew 5.5% year on year in value in Q2. Shipments of ink cartridge devices fell by more than 10%, while shipments of ink tank printers and multifunction peripherals (MFPs) were flat. The market value increase was driven by significant sales of devices in price bands above $300.

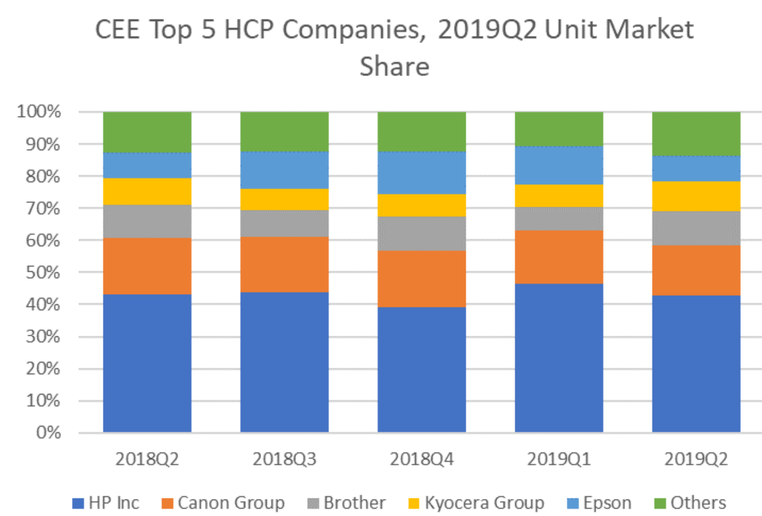
"As the share of ink tank devices continues to expand, we can expect intensifying competition between vendors in this market area," says Michal Swiatek, a research manager at IDC CEMA.

The tracker indicates that the CEE laser market was flat in unit terms in Q2 but increased 2.1% in value year on year. Sales of monochrome lasers, especially cheaper entry-level models, declined, while sales of color laser devices increased.

Russia remained the largest HCP market in CEE, responsible for 39.9% of the units and 35.5% of the market's value. Russia's economic slowdown contributed to a 9.2% year-on-year contraction of the country's unit share.

Second-ranked Poland held almost 20% of the market in both units and value. The Polish market declined 1.2% year on year in units but grew a robust 18.5% in value.

The third-ranked Czech Republic market grew 9.7% in units and 21.7% in value year on year, giving it an 8.7% market share. The strong performance was driven by sales of new HP Inc. mono laser devices. The vendor also won a Czech government tender to deliver color laser devices.
Figure 1



Among vendors, HP Inc. remains the overall leader in the CEE HCP market. The vendor's shipments fell 3.9% year on year in Q2, resulting in a 42.8% unit share. Second-ranked Canon saw a 14.6% decline in shipments, resulting in a 15.5% unit share. Third-ranked Brother's shipments increased by 3.1%, boosting the vendor's share to 10.9%. Kyocera

Document Solutions recorded healthy shipments growth of 9.1%, putting the vendor in fourth position.

Since the start of 2019, the overall CEE HCP market has fallen 4.7% in units but increased 2.0% in value year on year.

IDC tracks A2-A4 devices in the Quarterly Hardcopy Peripherals Tracker. Hardcopy Peripherals include single-function printers, MFPs, and single-function digital copiers (SF DC). Data for all vendors are reported for calendar periods.

About IDC Trackers

IDC Tracker products provide accurate and timely market size, vendor share, and forecasts for hundreds of technology markets from more than 100 countries around the globe. Using proprietary tools and research processes, IDC's Trackers are updated on a semiannual, quarterly, and monthly basis. Tracker results are delivered to clients in user-friendly excel deliverables and on-line query tools.

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. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at @IDC and LinkedIn.

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

For more information contact:

Ilona Stankeova (istankeova)
istankeova@idc.com
+420 221 423 137