



Original Vendors Continue to Gain Share in the Czech Ink and Toner Market, Says IDC

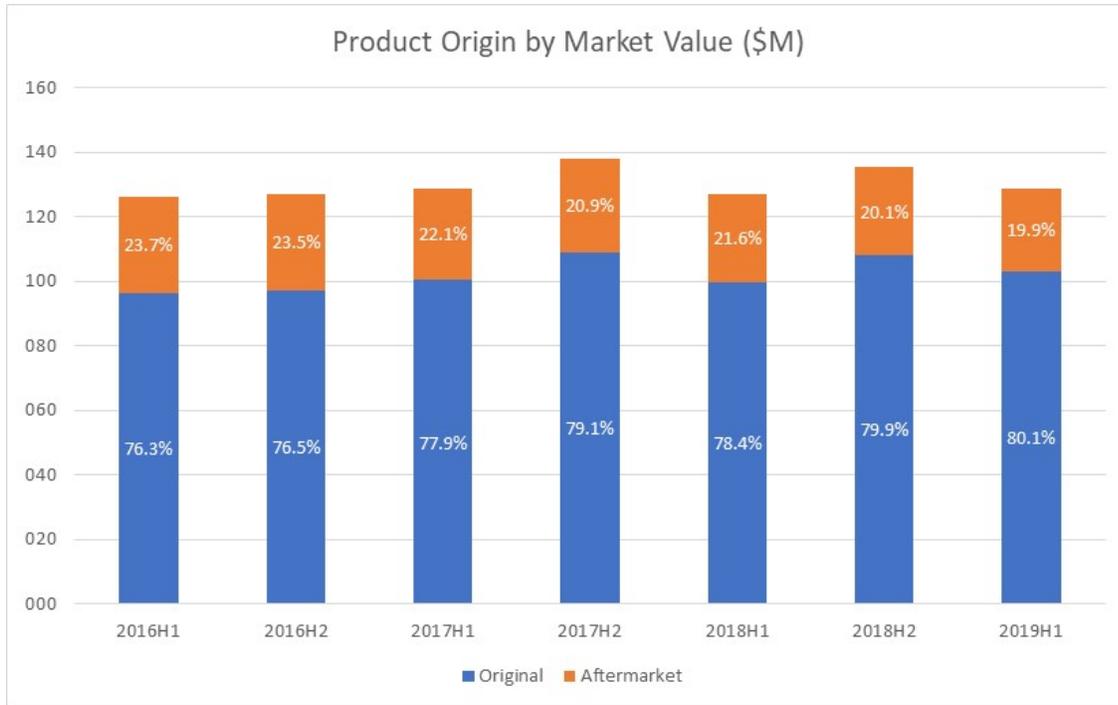
FOR IMMEDIATE RELEASE, Prague — Original printing consumables vendors gained unit and value share year-on-year in the Czech ink and toner markets in the first half of 2019 (H1 2019), according to the *EMEA Bi-Annual Consumables Tracker* published by International Data Corporation (IDC).

The value of original ink cartridges and laser toners grew mildly year-on-year in H1 2019, while aftermarket players recorded a year-on-year value decline in both ink and toner segments. "The trend of original printing consumables vendors gaining share over their aftermarket competitors has accelerated in recent years as original vendors have modified their business model to incentivize end users to buy original ink and toner," says Zuzana Babicka, a market analyst at IDC CEMA. Apart from stimulating sales by lowering the price of consumables and increasing cartridge capacity, originals vendors managed to secure consumables replenishments for the bulk of their midrange and high-end devices. Moreover, a shrinking installed base of low-end inkjet devices, which were largely the domain of compatible vendors and refillers, also played in favor of originals vendors' market position.

The share of original printing consumables shipments in the Czech market is close to that in mature Western European markets, such as Germany and the U.K. The higher shares for originals in these markets stems largely from differences in cultural background and purchasing behavior. Also, unlike the Czech Republic, Western European countries have an established history of legal actions taken against unoriginal consumables vendors.

The toner market recorded marginal unit and value growth in H1 2019, owing to major deals in H2 2018 with large businesses and public-sector customers involving high-end devices and consumables, as subsequent consumables replenishments occurred in H1 2019. Despite this growth, IDC expects the Czech printing consumables market to decline mildly throughout the 2019-2023 forecast period.

Figure 1



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