

Europe, Middle East and Africa Semiannual Hardcopy Peripherals Consumables Tracker

With printers and MFPs serving as the first step in generating long-term customer revenue streams, hardcopy peripherals and consumables manufacturers need detailed information about the consumables market. IDC provides the market intelligence vendors need to stay competitive. IDC's *Europe, Middle East and Africa Semiannual Hardcopy Peripherals Consumables Tracker*® delivers data and insight that help vendors identify growth opportunities, position products and brands, arm themselves against market threats, and anticipate long-term changes in the market.

Technology Coverage

This tracker provides total market size and vendor shares for the following technology areas. Data for this tracker is in shipments and value.

Core Coverage

- Ink, toner
 - Color: mono, color
 - Product origin: original, compatible, refilling services, counterfeits
 - Consumption, export
 - Official, unofficial
 - Model name (for the original product origin)
 - Multipack, cartridge yield.
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Geographic Scope

- **Central and Eastern Europe (6):** Czech Republic, Hungary, Poland, Romania, Russia, and Ukraine
 - **Middle East and Africa (5):** Israel, Turkey, UAE, Saudi Arabia, and South Africa
 - **Western Europe (6):** Germany, France, the United Kingdom, Italy, Spain, and the Netherlands
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Data Deliverables

This Tracker is delivered on a semiannual 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.

- Preliminary
 - Historical data
 - Forecast data
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Forecast Coverage

Forecasts for this tracker are updated semiannually and include three years of historical data and an additional five years of annual market projections. Forecasts are available at country level. An example of the forecasts included in this tracker is as follows:

Core Forecast Coverage

- Units, hardcopy installed base

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

