

Worldwide Quarterly Hardcopy Peripherals Tracker

IDC's *Worldwide Quarterly Hardcopy Peripherals Tracker*® fills the need for detailed and timely information on the global hardcopy peripherals (printer, MFP, and digital copier) market. The core of this product is a comprehensive electronic database detailing changes and trends in the highly competitive market. It includes powerful query capabilities using filters such as distribution channel, end-user segment, speed ranges, price bands, base configuration, product brand, and format. Data can be drilled down to as granular as model-level information per vendor. This product provides insightful analysis along with up to five-year forecasts for both printers and MFPs. Forecast details include units, value, ASP, price band (inkjet), speed range A4 (non-inkjet), and product detail information by product category per country per region.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurements are in units, shipment value, and ASP.

Core Coverage

- Product category: Printer, MFP, single-function digital copier (SF DC)
- Product: Laser, inkjet, serial dot matrix (SDM), and line printer
- Product detail: Laser (monochrome, color, and highlight color), inkjet (monochrome, color, and high-speed inkjet), SDM (9 pin, 18 pin, 24 pin, and 28 pin), and line printer (line matrix and line character)
- Speed range: A4/letter, End-user segments: Home, small office (1–9 employees), small business (10–99 employees), medium-sized business (100–499 employees), large business (500–999 employees), very large business (1,000+ employees), government, and education
- Distribution channels: Direct – inbound/outbound, direct – internet, direct – store, indirect – dealer/VAR/SI, indirect – retailer, indirect – retail online, retail in-store
- Transactional/contractual: Transactional, contractual — MPS, contractual — BPS, and contractual — other
- Vendors: By product brand and models
- Additional product specifications: Format, base configuration, drum, network/wireless, and others

Geographic Scope

- **Asia/Pacific (excluding Japan) (15):** Australia, Bangladesh, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, the Philippines, PRC, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, and the rest of Asia/Pacific
- **Canada**
- **Central and Eastern Europe (16):** Belarus, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kazakhstan, Latvia, Lithuania, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine, the rest of CIS, and the rest of SEE
- **Japan**
- **Latin America (14):** Argentina, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Panama, Peru, Puerto Rico, Venezuela, the rest of Central America, and the rest of Latin America
- **Middle East and Africa (21):** Algeria, Bahrain, Egypt, Ethiopia, Ghana, Israel, Jordan, Kenya, Kuwait, Lebanon, Morocco, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, South Africa, Tanzania, Tunisia, Turkey, United Arab Emirates, the rest of Africa, and the rest of the Middle East
- **United States**
- **Western Europe (16):** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom

Data Deliverables

This tracker is delivered on a quarterly 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.

- Historical data
- Forecast data

Forecast Coverage

Forecasts for this tracker are updated quarterly and include historical data back to 1Q96 through a five-year forecast. The five-year forecast is made up of two-year quarterly and three-year annual market projections. Forecasts are available at the worldwide, regional, and country levels. Details of the forecasts included in this tracker are as follows:

Core Forecast Coverage:

- Product category: Printer and MFP
- Product and product detail: Laser (monochrome, color), inkjet (color), SDM, and line printer
- Speed range A4 (non-inkjet)
- Price band (inkjet only)
- Format forecast

Optional Forecast Add-Ons:

- Flatbed/sheetfed forecast
- Single-pass/multipass forecast
- Base-configuration forecast
- SF DC forecast
- Price band forecast

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

