

Hardcopy Markets Going Strong Says IDC

Written by Marco Attard
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According to IDC W. European printer and multifunction (MFP) markets are growing strong, with the Q2 2014 market growing by 5% Y-o-Y as shipments reach 4.92 million units.



The analyst mentions a number of "positive growth areas," namely the colour laser and inkjet segments, but monochrome laser printers contract as the market continues moving towards colour products.

MFP products make 78% of Q2 2014 shipments with 7.8% Y-o-Y growth, while printers are down by -3.6%. Colour laser and inkjet printers increase for both MFP and printer segments, but monochrome markets decline in both categories and printer products are down at a faster rate than MFP.

Further on IDC says "most countries" show growth in Q2 2014, but certain markets are still struggling with recover as growth patterns vary with some countries showing strong double-digit growth while others remain in the low single digits.

For instance, the German market (the largest in W. Europe) is up by 4.2% Y-o-Y with monochrome markets declining at a greater rate (-2.1%) and strong inkjet growth, while the UK sees 22.9% growth as it overtakes France to become 2nd largest market.

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In the meantime France sees flat shipments for Q2 2014-- just as it did for Q1 2014 and overall H1 2014.

"Confidence has clearly now returned to the W. European printing and imaging markets with Q2 2014 being the 5th quarter in a row that has shown Y-o-Y shipment increases," IDC concludes. "The growth was initially being driven by business markets but consumer markets have shown gains in some countries, meaning that market confidence is also filtering through to home users."

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