

IDC: Mixed Performance for W. European Printer Market

Written by Marco Attard
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The W. European printer and multifunction (MFP) market sees shipments decline by -1.5% Y-o-Y in Q3 2016, IDC reports-- with negative performance in inkjet printers but a positive trend for the laser market.



Shipments total 5.3 million units with a 78407 decrease compared to last year. The analyst blames such declines on the contraction in consumer printing, even if it is "relatively in line" with forecasts.

That said, revenues are on the up-- specifically by 3% Y-o-Y-- with business inkjets leading to a small 1.5% increase in inkjets, and laser revenues growing by 3.2%. Meanwhile laser printers increased by 1.9% in Q3 2015, a "sharp contrast" with the negative trend seen in W. Europe for the past 5 quarters. Laser revenues increased more than shipments, indicating prices in many markets and are holding, leading to a laser ASP increase of 1.2% in Q3 2016.

On the other hand business inkjet shipments suffer a "major" decline of -13.1% Y-o-Y, a first since Q1 2013. MFP products declined by -14.6%. However, despite such declines business inkjet MFPs account for 90.3% of business inkjet shipments for the quarter. MFP products actually account for 83.3% of W. European printer shipments in Q3 2016. Laser and inkjet MFPs decreased by -1.4%, while laser and inkjet printers decreased by -1.8%.

"The negative trend in the printing and imaging industry continued in Q3 2016," IDC says. "In addition to a bleak W. European market, we have observed for the first time since 1Q13 a double-digit decline for the very successful business inkjet devices. All price bands have seen declines, showing that this is a global market trend."

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