The hardcopy market grows by a "slender" 0.2% Y-o-Y in Q3 2011, remaining virtually flat and shipping 6.4M units according to IDC-- while revenues experience a -11.9% Y-o-Y decline and fall to $2.8BN.

In comparison, Q3 2010 revenues total $3.1BN.



Both consumer and commercial print hardware demand are stalling across W. Europe as economies struggle with the sovereign debt crisis, the analyst says. The only segment showing "robust growth" within commercial print products is the laser MFP product segment.

MFP shipments show "resilient growth" of 3.4% to reach 4.8M units in Q3 2011, as the market shifts from printers to MFPs.

Germany is the largest hardcopy market in W. Europe, with Q3 2011 shipments reaching 1.7M units and 2.6% Y-o-Y growth. Laser MFP shipments reach 0.2M units, with strong 14.4% Y-o-Y growth that far outpaces the W. European average.

The UK is the 2nd biggest W. European hardcopy market-- Q3 2011 shipments reach 1.26M units with 11% Y-o-Y growth due to the UK sales channel stocking large amounts of low-end inkjet products in the lead to the holiday period.

On the other hand the French printer market declines by -0.8% Y-o-Y in Q3 2011, and shipments reach 1.1M units. However high-value product shipments (including the MP segment) reach 0.1M units, growing by 7.4% Y-o-Y.

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