

How Many Pages Does EMEA Print Daily?

Written by Marco Attard
22 December 2011

According to IDC, the answer to the above question is 3 billion-- enough pages to either reach the moon and back (if laid one of after another) or cover the area of 18 football pitches... every minute!



In other words EMEA printing mirrors WW trends, which IDC says reached 3.1 trillion in 2010. Page volume is slightly down in W Europe (by -1% Y-o-Y), but is up in CEMA by over 14% Y-o-Y, with MFPs leading in page share (and thus, usage).

IDC says colour laser devices are up in both W Europe and CEMA, with page volume growing by around 16% Y-o-Y in EMEA due to the MFP segment. Meanwhile mono laser printers represent almost 84% of the laser installed base, generating nearly 773 billion pages in EMEA (with declines in W. Europe and growth in CEMA).

Laser A3 devices printed 41% of total laser page volume, even if constituting only 9% of EMEA laser installed base.

Inkjet printers make up more than 50% of all hardcopy devices in EMEA-- but contribute only 8% of overall printed page volume. Why? The majority of inkjet devices belong to either households or small companies, who tend to print less than SMBs or large companies.

When it comes to vendors, HP leads in 2010 EMEA page share, with Canon and Xerox

How Many Pages Does EMEA Print Daily?

Written by Marco Attard
22 December 2011

following.

Go [IDC WW Page Volume and Vendor Share Program](#)