

Asia/Pacific Semiannual Printer Consumables Tracker

The Asia/Pacific printer consumables market continues to play a vital role in the peripherals space, generating considerable revenue for printer vendors. In addition, the proliferation of rapidly evolving peripherals products, such as multifunction peripherals (MFPs), photo printers, and digital cameras, will continue to drive the demand for consumables, turning in good printing volumes over the forecast period. As the Asia/Pacific market is highly fragmented, timely and accurate information is critical for effective planning and decision making. IDC's *Asia/Pacific Semiannual Printer Consumables Tracker*® addresses this need by providing you with pertinent information, coupled with an in-depth analysis and forecast of the printer consumables markets in Asia/Pacific. By equipping themselves with the right information and analysis, printer vendors will be better positioned to capitalize on new growth opportunities, as well as uncover and arm themselves against potential threats in the marketplace.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in shipments and end-user revenue.

Core Coverage

- Ink cartridge
 - Laser toner
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Geographic Scope

- Asia/Pacific (excluding Japan) (13 countries): Australia, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, the Philippines, PRC, Singapore, Taiwan, Thailand, and Vietnam
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Data Deliverables

This tracker is delivered on a quarterly and semiannual 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
 - Report
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Forecast Coverage

Forecasts for this tracker are updated semiannually and include two years of historical data and five years of annual market projections. Forecast also includes the outlook of the forecast period and factors/assumptions that influence the projections. Forecasts are available at the regional and country levels. Examples of the forecasts included in this tracker are as follows:

Core forecast coverage

- Ink cartridges (mono, color)
- Laser toners (mono, color)

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

