

European Printers

IDC's *European Printers* service assesses opportunities for single-function (SF) printers (consumer and office), industrial printers (production, large format, direct to garment, and label), and document scanners. The service provides market insights, analyses and forecasts, market size data, market dynamics, and vendor shares. It also leverages IDC's extensive end-user surveys to offer insights into end-user trends, purchases, and usage behavior. Additionally, the service covers such miscellaneous topics as scanning volumes dynamics, print equipment refurbishing and remanufacturing, EU regulations affecting the printing industry, and market news and events (including vendor announcements and event briefings).

MARKETS AND SUBJECTS ANALYZED

- Consumer and office single-function printer market size development, vendor shares, and forecasts
 - Production printers
 - Large-format printers
 - Label printers
 - Direct-to-garment printers
 - Document scanner market size and vendor shares
 - Document scanning volumes
 - Market trends for print equipment refurbishing and remanufacturing
 - End-user attitude, perception, selection criteria, and usage behavior
 - Print OEMs' strategies and business outlook
 - EU regulations and their impact on the printing industry
 - Market news, vendor events, and briefings
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CORE RESEARCH

- Western European Single-Function Printers
 - Western European Industrial Printers
 - Western European Document Scanner End-User Surveys
 - Print OEM Surveys
 - IDC Marketscape
 - IDC FutureScope
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In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [European Printers](#).

KEY QUESTIONS ANSWERED

1. What is the size of the SF printer market and dynamics?
 2. Which SF printer market segments (technologies and countries) will experience the greatest growth or suffer the greatest decline?
 3. What is the size, dynamics, and vendor shares of the document scanner market?
 4. What are the key trends and opportunities in the industrial printer segment?
 5. What trends and requirements are influencing end users' behavior in purchasing and using printers?
 6. How do print OEMs see their current and future business in terms of challenges and growth opportunities?
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COMPANIES ANALYZED

This service reviews the current market development trends in and future expectations of the addressable markets of several printing and imaging equipment providers, including:

Avision, Brother, Canon, Develop, Durst, Epson, Fujitsu, HP Inc., Kodak Alaris, Konica Minolta, Kyocera, Lexmark, OKI, Plustek, Visioneer, Ricoh, RISO, Sharp, Toshiba, Xeikon, Xerox, Zebra