

IDC: Q4 2014 W. European Printer Shipments Down

Written by Marco Attard
19 February 2015

IDC reports the Q4 2014 W. European printer and multifunction (MFP) market shows "slight" shipment declines of 0.8% Y-o-Y, as units reach 6.84 million units due to drops in consumer inkjet shipments.



However the analyst also says revenues are up during the quarter, thanks to growing high speed laser MFP and business inkjet shipments. The same goes for overall 2014, as IDC says the MFP market is recovering with shipments growing by 2.9% as more major segments continue to shift from single-function to multi-function printers.

MFP products account for 82.4% of both Q4 and overall 2014 shipments, with the overall MFP growing by a minimal 0.6% as printers decline by -6.5%. Laser MFPs show most at 8.3% (with 17.3% for colour devices and 1.6% for mono), while the overall A4 laser printer declines by almost -1%, proof of the threat from business inkjets according to the analyst.

Business inkjets are successful with 46.1% Y-o-Y growth.

"While the inkjet segment has been associated for a long time with the consumer market, business inkjet proved to be a game changer, with excellent growth for the past seven quarters," IDC says. "It is a real alternative to laser and is slowing the decline of the inkjet market."

On a geographical basis Germany shows 6% Y-o-Y MFP market growth in Q4 2014, thanks to

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strong 61.6% Y-o-Y business inkjet growth. Shipments are down by -3.6% Y-o-Y in France, while the UK shows -8.6% Y-o-Y declines even as business injects see "very good" performance.

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