

IDC: W. European Printers Remain in Decline

Written by Marco Attard
19 May 2017

IDC reports Q1 2017 W. European printer and multifunction (MFP) sales are down by -0.9% Y-o-Y, with negative sales performance in unit terms in both inkjet and laser units, even if the value for the laser market is actually up.



The overall market remains in constant decline since Q2 2015-- and Q1 2017 sees a 43000 unit decline, with a market of over 5 million devices. The decline is largely due to the contraction in consumer printing, but is relatively in line with forecast. On the other hand, revenues are up by 4% Y-o-Y, with inkjet revenues dropping by -4.3% while laser revenues are up by 5.4%.

Laser printer shipments are down by -0.9% in Q1 2017 but revenues are up, an indication prices are holding in many markets. Laser market ASPs are up by 5.4%, marking higher specification products shipping, including production.

Meanwhile business inkjet shipments face an "unexpected" decline, as shipments are down by -14% Y-o-Y. MFPs shipments are down by -12.9 Y-o-Y but revenues are down by -9.4% due to a 1.8% increase in ASPs for A4 MFPs and 9.1% for A3 MFPs. The A4 format makes 73.3% of business inkjet MFPs, and business inkjet MFPs account for 90.8% of Q1 2017 business inkjet shipments.

MFP products make 81.1% of Q1 2017 shipments-- higher than the 79.6% of Q1 2016. Laser and inkjet MFPs are up by 1%, while laser and inkjet printers are down by -8.2%.

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The business market is down by -4.8% in Q1 2017, but the revenue increased by 4.6% . The highest value growth is in 31-44ppm colour devices and 45-69ppm mono devices, a positive trend seen for over a year.

"While 2017 started with negative results, the slow-down of the market is at a much slower pace than 2016," IDC remarks. "And it is important to note that despite a decline in shipments, revenues are doing well. For the past 4 quarters, the industry has showed positive value growth. Customers want fully equipped, better machines that are faster and more secure, and they are ready to pay for it."

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