

European Multifunction Peripherals and Business Inkjet

IDC's *European Multifunction Peripherals and Business Inkjet* service helps hardware vendors identify opportunities and track trends in the MFP market in Western Europe. The service tracks business inkjet growth and how laser vendors are responding. A major focus of the service is to evaluate the increased competition between vendors and technologies in the market. The service provides vendors with research to track and position MFP and business inkjet products, whether low-end consumer products, office products, or high-end production machines.

MARKETS AND SUBJECTS ANALYZED

- Inkjet MFPs
 - Laser MFPs
 - Business inkjets
 - Consumer inkjets
 - Product/vendor assessments
 - Technology issues
 - Refurbishment and remanufacturing
 - The print circular economy
 - Page volumes and the installed base
 - Channel developments
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CORE RESEARCH

- Western European MFP Market Forecast
 - Western European Hardcopy Forecast
 - Western European Laser Forecast
 - Western European Inkjet Forecast
 - Western Europe Hardcopy Market Analysis Perspective
 - European Hardcopy Market Analysis Perspective
 - Business Inkjet Market Shares
 - Business Inkjet Forecast
 - Western Europe Hardcopy Forecast
 - End-User Research
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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 Multifunction Peripherals and Business Inkjet](#).

KEY QUESTIONS ANSWERED

1. Where are the major growth opportunities, and how do companies realize them?
 2. What are the main drivers for business inkjets?
 3. How are business inkjets driving growth in the office market?
 4. Ink versus laser in the office — which is likely to succeed?
 5. What are the main end-user requirements, and how are they developing?
 6. Which vendors are likely to succeed in the MFP market, and what are their main strategies?
 7. How is the development of the refurbished market affecting new build sales?
 8. What is still driving printing in today's digital workplace?
 9. What is the impact of disruptive technologies on the MFP market?
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COMPANIES ANALYZED

This service reviews the strategies, market positionings, and future directions of providers in the MFP market in Western Europe, including: Brother, Canon, Develop, Epson, Fujifilm, HP Inc., Konica Minolta, Kyocera, Lexmark, Oki, Olivetti, Ricoh, Sharp, Toshiba, UTAX/Triumph Adler, Xerox
