

2007-2008 Annual Report on China's Printer Market (General Report)

Report Information

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Research fields: inkjet printer, laser printer, dot-matrix printer

Vendors involved: HP, Epson, Canon, Lenovo, Lexmark, Samsung, Fujixerox, Brother, Konica-Minolta, Fujitsu, Star, OKI, Jolimark, etc.

Report Highlights

In 2007, China's printer market experienced slowdown, growing only about 5%. Inkjet printer is no longer home users' preferred choice, and business inkjet printer becomes a bright spot in the inkjet printer market. Laser printer continued to bolster the growth of the printer market; user demand gave a boost to the color laser and network laser printer segments.

Color laser, business inkjet, and photo inkjet printer are key words for printer products. With the effective release of demand for printers in the government, education, finance and transportation sectors, vendors' market expansion strategy turns from 'rolling development' to innovative development. Market segmentation engenders services on various levels...

In the face of changes and challenges of competition and market, CCID Consulting releases 2007-2008 Annual Report on China's Printer Market, which helps vendors, investors and industry insiders grasp more accurately laws governing the market's development and in combing the development track of application value:

 Deep and accurate market research data: On the basis of in-depth research of

leading vendors' main product models, the report depicts changes in the market from the angle of product structure, regional structure, vertical structure, parallel structure, and distribution channels.

- 📖 All-round and profound brand analysis: In addition to summing up enterprises' performance in the dimension of market segments, competitive strategy and SWOT analysis, CCID Consulting leverages its profound understanding of the IT market to establish a CPM matrix system consisting of 6 items and 31 sub-items, to review the makings of success in the marketplace. Vendors are divided into four quadrants including leaders and challengers.
- 📖 Scientific and complete forecasts: Through regression modeling and expert verification in major market segments, it conducts analysis of related industry links, to present valuable trend analysis and quantitative forecast result.

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