

2007-2008 Annual Report on China's LBP Market

Report Information

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Research fields: laser printer, black-and-white laser printer, color laser printer

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

Report Highlights

In 2007, China's laser printer market maintained fast growth, with sales volume topping 1.8 million sets. Price cuts and improved price performance are main impetuses for purchases. At present, the market is in the warring period. Except that HP has considerable edge in the laser printer market, the competition situation between other vendors is not very clear. With intense competition, there are plenty of uncertainties in China's laser printer market, providing significant growth space for various sides.

Price reduction, color laser and network are key words for laser printers. As users' business volume grows, middle and high-end products are gaining increased popularity, and low-end products face competitive challenges from business inkjet printers. Bundled sales are catching on, while direct sales become an approach of obtaining lasting competitive edge...

In the face of changes and challenges of competition and market, CCID Consulting releases 2007-2008 Annual Report on China's LBP Market which helps vendors, investors and industry insiders grasp more accurately 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, price 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.

Report Framework

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