

2007-2008 Annual Report on China's Printer Consumables Market

Report Information

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Research fields: desktop PC, business desktop PC, consumer desktop PC

Vendors involved: Lenovo, Founder, Tongfang, Dell, HP, TCL, Great Wall, Haier, Langchao, Acer, Unisplendour, etc.

Report Highlights

In 2007, China's printer market maintained steady growth. According to statistics from CCID Consulting, there are 26 million printers in China. The growing printer market fuels the prosperity of the consumables market. China's printer consumables market continues to grow. There is steady growth in the sales volume and sales revenue of both laser printer toner cartridge and inkjet printer ink cartridge. Since the EU introduced the ROHS standard for printing ink in 2006, requiring strict implementation from vendors, the environmental-friendly recovery of consumables has been drawing more attention.

Original consumables remain synonymous with "high quality", and original consumables makers are still the market leaders. At the same time, general consumables of fine quality at a reasonable price meet consumers' strong need to reduce printing cost. As a result, sales of general consumables grow fast, more than 30% annually on average. Printer original consumables makers come under greater competitive pressure, and market competition has intensified.

In the face of changes and challenges of competition and market, CCID Consulting

releases 2007-2008 Annual Report on China's Printer Consumables 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, price segments, regions and provinces, cities, vertical and parallel segments, 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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