

2007-2008 Annual Report on China's MFP Market

Report Information

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Research fields: MFP, laser MFP, inkjet MFP

Vendors involved: Samsung, HP, Lenovo, Canon, Epson, etc.

Report Highlights

In 2007, growth of China's MFP market slowed down. Inkjet integrated machines remain in the dominant position. Leading vendors keep rolling out new products to compete for this market.

With the convergence of the OA market and the IT market, the MFP market is growing mature. In 2007, China's MFP market was still as hot as in the previous year; a slew of marketing activities were held. Vendors staged price wars, leading to significant changes in product price and product structure.

In the face of changes and challenges of competition and market, CCID Consulting releases 2007-2008 Annual Report on China's MFP 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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