Gartner

Press Release

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Gartner Says EMEA Printer, Copier and Multifunctional Product Market Declined 18 Per Cent in 2009

Egham, UK, 4 March, 2010 — The combined printer, copier and multifunctional product (MFP) market in Europe, the Middle East and Africa (EMEA) totalled 39.6 million shipments in 2009, a decline of 17.8 per cent from 2008, according to Gartner, Inc.

"2009 remained another low performing year in EMEA as printing devices sales declined every quarter this year," said Sharon McNee, principal analyst at Gartner. Overall end-user spending also declined by 21 per cent from €14.4 billion in 2008 to €11.3 billion in 2009, as a result of tighter credit controls by banks and cuts in IT spending by businesses as well as consumers.

Many organisations are still delaying the purchase of new products as cost containment policies remain intact with a focus on cost reduction. However, colour devices registered a 5 per cent growth in 2009 as A4 colour MFPs continued to do well. The decline in A3 copiers/printers was steeper when compared to A4, as organisations continued to further balance their printing needs with the capacity of the printing device. However, A4 MFPs will continue to be the preferred device for distributed printing needs.

Each of the top five vendors saw a decline in 2009 (see Table 1). HP remained the market leader in the EMEA printer, copier and MFP market, but registered the worst decline at 21 per cent year-on-year. Canon, ranked No. 2, continued to perform well in the A4 segment. Samsung Electronics posted the lowest market decline at 2 per cent in 2009, which helped it maintain its No. 2 position in the page market, led by HP.

Gartner does not expect the EMEA printer, copier and MFP market to return to growth in 2010. "The printer, copier and MFPs market is competing for scarce disposable income, coupled with a relatively low demand from businesses and consumers to replace existing devices," said Ms McNee. "Although the economic recession has accelerated interest in managed print services (MPS) for organisations that seek long-term cost savings, MPS are mainly adopted by large organisations. Vendors also need to educate small and midsize businesses (SMBs) in bringing their print environments up-to-date with their MPS offerings and associated long-term benefits."

Table 1
EMEA Printer, Copier and MFP Unit Shipments, 2009 (Thousands of Units)

Vendor	2009 Shipments	2009 Market Share (%)	2008 Shipments	2008 Market Share (%)	2009-2008 Growth (%)
HP	16,377	41.3	20,737	43.0	-21.0
Canon	6,790	17.1	8,212	17.0	-17.3

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Epson	5,759	14.5	6,576	13.6	-12.4
Samsung Electronics	2,771	7.0	2,826	5.9	-2.0
Brother	2,723	6.9	3,306	6.9	-17.6
Others	5,225	13.2	6,567	13.6	-20.4
Total	**39,644**	**100.0**	**48,224**	**100.0**	**-17.8**

Source: Gartner (February 2010)

Additional information is available in the Gartner report "Printer, Copier and MFP Quarterly Statistics EMEA: Database." The report is available on Gartner's website at http://my.gartner.com/portal/server.pt?gr=dd&ref=shareSummary&resId=520621.

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