



# Central and Eastern European Hardcopy Peripherals

AN IDC REPORT SERIES

IDC's Central and Eastern European Hardcopy Peripherals service analyzes the markets for electronic printers, single-function (SF) copiers, and multifunctional peripherals (MFPs), except small-format and large-format devices, used with all levels of computer systems, providing vendors with accurate, relevant, and up-to-date information to make the right decisions on their market strategies. Covering 16 countries in Central and Eastern Europe, the service presents actual data and a forecast for unit shipments, value of shipments, and average selling value of hardcopy devices, assesses the strengths and weaknesses of the top vendors, and assembles vendor rankings by technology, type, and price band.

## Markets and Subjects Analyzed

- MFPs by model and technology (inkjet, laser), speed segment, price band, photo printing, and other specifications
- Printers by model and technology (inkjet, laser, SDM, high-end), speed segment, price band, photo printing, and other specifications
- Single-function copiers by model and technology (analog, laser), speed segment, price band, format, and other specifications
- Market sizing and long-range forecasts by shipment volume and revenue
- Vendor market shares, SWOT analysis, competitive analysis, and vendor positioning
- Distribution channel profiles
- Economic/political developments and their influence on the market
- Assessment of market transition from single-function to multifunction devices
- Overview of local market trends, characteristics, growth opportunities, and large projects and tender activities
- Assessment of gray market activities
- The impact of the economic crisis on the market, vendors, and their channels

## Core Research

- Hardcopy Peripherals 2011–2015 Forecast and 2010 Vendor Shares dedicated research reports for the following countries:
- Belarus, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kazakhstan, Latvia, Lithuania, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Central and Eastern European Hardcopy Peripherals](#).

## Key Questions Answered

1. Which CEE countries represent the greatest opportunity?
2. What are the key assumptions behind the short- and long-term forecasts?
3. How will current political and economic climates affect shipment growth in the short and long term? How is color laser adoption evolving versus average street price points?
4. What is the adoption ratio of MFP versus single-function devices in both laser and inkjet segments?
5. What are the top vendors' anticrisis strategies (in terms of HCP/consumables/services), promotions, channel partner programs, local organization/logistics, channel partner structure/activities, and key projects/tenders won?
6. Which are the key HCP channels? How are they organized? Who are their key clients? Which products/services do they offer?

## Scope of Coverage



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## Competitive Analysis

IDC's Central and Eastern European Hardcopy Peripherals service analyzes product strategies, market shares, competitive positioning, financial viability, and the overall strategic direction of major hardcopy peripheral vendors, including:

Brother, Canon, Dell, Develop, Epson, HP, Infoprint, Infotec, ITEC, Samsung, Sharp, TallyGenicom, Toshiba, Triumph Adler, Utax, Kodak, Konica Minolta, Kyocera Mita, Lexmark, Nipson, NRG Group, Océ, Oki, Olivetti, Panasonic, Philips, Printronix, Ricoh, Xeikon, and Xerox.

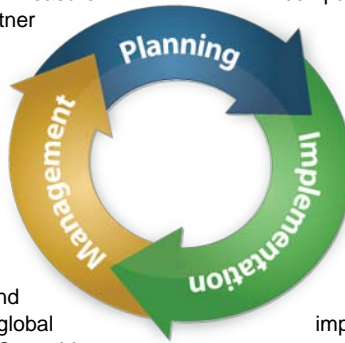
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## Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results.

**Consulting:** Target growth opportunities, develop strategies for a flexible service model, enabling us to meet the needs of emerging markets and technologies, assess and measure companies large and small. Deliverables range from a custom market segments, drive global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global and local market analysts. Tailored offerings such as ExpertROI® use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.

**Go-to-Market Services:** Engage prospects through high-value IDC-branded assets and intelligently architected campaigns. This global marketing and editorial expertise center within IDC provides



**Events:** Network with industry colleagues and gain practical and strategic insights from groundbreaking research presented by IDC and industry experts. IDC events bring together technology buyers looking for the latest best practice research and sellers offering insights into how decision makers can use technology to gain competitive advantage and improve business value.

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Whether you are a technology buyer or provider, IDC Insights' research translates today's global end-user requirements and trends into business opportunities for your organization. With dedicated businesses targeting energy, financial services, government, healthcare, manufacturing, and retail, IDC provides unmatched integration of global technology and vertical industry expertise to deliver industry-specific customer intelligence that gives clients a powerful business advantage.

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