



Global Desktop 3D Printer Market Rises +27% in 2016 while Industrial/Professional market stalls

Industrial/Professional sector set to be bolstered by the entrance of HP and expansion of GE into the space from 2017 and beyond

Las Vegas, London, 3rd January 2016 - Worldwide shipments of 3D Printers rose +25% year-to-date (YTD) through the first three quarters of 2016 thanks again to shipments of low priced Personal/Desktop 3D Printers, according to figures released today by CONTEXT, the IT market research company. Of the total 217,073 3D printers shipped year-to-date, 96% of these were Personal/Desktop printers, carrying an average price of just under \$1,000. This represents a 27% year-on-year growth for this sub-category compared to a decline in shipments of -12% YTD in the Industrial/Professional segment which saw only 7,726 units shipped through the first three quarters of 2016. While the market is still largely defined by the shipment of Industrial/Professional printers - which accounted for 78% of the global revenues - the market is clearly settling into two distinctive segments.

In the Desktop/Personal 3D Printer segment, Taiwan's **XYZprinting** remained the global leader so far in 2016, seeing its share grow to 22% through the first three quarters. This side of the market saw the exit by the #3 global overall player **3D Systems** and the continued repositioning of the #1 global 3D Printer market **Stratasys** of its **MakerBot** line away from the lowest end. The market did not see the entrance of **Mattel** into the market as anticipated nor did it see other IT/CE household brands enter in 2016 with the exception of **Polaroid**. It did however again see successful Crowdsourced efforts and new brands such as **Monoprice** and **Wanhao** emerge on the global scene.

"While Stratasys and 3D Systems continued to shift away from the mainstream Personal/Desktop 3D Printer market, other brands – especially XYZprinting, filled the void" noted Chris Connery, VP for Global Analysis at CONTEXT. "Demand continues to be seen for these devices across the globe as evidenced by rising shipments, the emergence of new brands and large crowdsourced start-ups continuing to come on the scene."

Figure 1: Top 5 Vendor 3D Printer Market Share by Unit Volumes and Printer Revenues, Global Desktop/Personal Printers, YTD 2016 (Q1-Q3)

| YTD 2016 Rank Units | Company | Q1-Q3'16 Units | Q1-Q3'16 YTD Global Share Units | YTD 2016 Rank Unit Revenue | Company | Q1-Q3'16 Printer Revenue | Q1-Q3'16 YTD Global Share Unit Revenues |
|---------------------|-------------|----------------|---------------------------------|----------------------------|--------------------|--------------------------|---|
| 1 | XYZprinting | 46,300 | 22% | 1 | Ultimaker | \$33.2M | 14% |
| 2 | Ultimaker | 17,999 | 9% | 2 | Stratasys/MakerBot | \$31.4M | 13% |
| 3 | M3D | 15,060 | 7% | 3 | XYZprinting | \$22.5M | 9% |
| 4 | FlashForge | 13,462 | 6% | 4 | Formlabs | \$22.3M | 9% |
| 5 | Monoprice | 13,023 | 6% | 5 | 3D Systems | \$14.5M | 6% |

The Industrial/Professional segment was marked by the official entrance of **HP** into the space but printers did not begin shipping until the end of the year. Their long-anticipated entrance actually contributed to a slowdown in the market as many end customers held off fully committing to additive manufacturing technology until more was known about the impact of HP's technology to the market.

While the Industrial/Professional segment has, in general cooled off in the past few years, the shipment of additive manufacturing devices capable of printing in metal materials was one major bright spot within this category. This Metal side was not immune to market changes in recent quarters either however, with a slow-down seen in this sub-segment as well in the 2nd half as **General Electric (GE)** acquired two of the top five metal making 3D Printer companies (**Arcam** and **Concept Laser**). As seen on the Plastics side with the "HP effect" end-markets for metal 3D Printers likewise put their purchases on hold until the new **GE Additive** company is fully formed and the market has fully shaken out.

Stratasys again enjoyed the top market share position with a 35% share in Industrial/Professional 3D Printer Revenues YTD'Q3, followed by privately held **EOS** with a 19% share.

Figure 3: Top 5 Vendor 3D Printer Market by Revenue from Machines shipped, Global Industrial/Professional 3D Printers, YTD 2016 (Q1-Q3)

| YTD 2016 Rank | Company | Revenues from Machines Sold (\$M) | Q1-Q3'16 YTD Global Share |
|---------------|---------|-----------------------------------|---------------------------|
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| 1 | Stratasys | \$ 305M | 35% |
| 2 | EOS | \$ 163M | 19% |
| 3 | 3D Systems | \$ 86M | 10% |
| 4 | SLM Solutions | \$ 49M | 6% |
| 5 | Concept Laser | \$ 44M | 5% |

Projections for the full year 2016 remain reserved for the Industrial/Professional market and bullish for the Desktop/Personal market, largely in-line with trends seen through the first three quarters. Forecasts turn more bullish in the Industrial/Professional sector in 2017 and beyond as the HP and GE ramp results in a return of growth; the Desktop/Personal market is expected to continue its unfettered growth. "Beyond just printer shipments" noted Connery, "the total 3D Printing market, consisting of Printers, Materials and Services, is projected to rise from under \$5B in 2016 to \$16B by 2020 mostly dependent on the industry's ability to move beyond prototyping and into finished good production not just with metals but with plastics as well."

About CONTEXT

"Headquartered in London with approximately 250 staff across the world, CONTEXT specialises in tracking technology sales and pricing globally. Supported by the largest Distribution Channel Database in the world and coupled with our extensive experience in managing and reporting on large data sets, we provide the highest quality data that has been helping our clients make business-critical decisions for over 30 years. CONTEXT also works with Government Statistical Services and key Trade Associations globally."

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