



Shift towards multifunction hardware accelerates across Western Europe

London, 24th April 2017 - Unit sales of printer hardware across Western Europe (WE) increased by +2% year-on-year in Q1 2017, driven by positive performance of multifunction devices, according to data published by CONTEXT, the European IT market analysis company.

Distributor sales of both inkjet and laser multifunction printers (MFPs) increased by +6% and +5% respectively for the quarter. The shift to multifunction devices was reinforced as sales of single-function printers continued to fall: sales of laser SFPs were down by -7%, while those of inkjet SFPs dropped by -21%.

“Distributors in all major WE countries except France saw increased sales of printer hardware”, said Zivile Brazdziunaite, Imaging Market Analyst at CONTEXT. “Spain continued to register strong performance, with sales up by +25% year-on-year, driven mainly by sales to SMBs and retailers.”

Germany and Italy both saw increases of +3%, driven by sales of multifunction laser and inkjet devices to the retail channel. Although printer hardware sales in the UK remained positive, there was weaker growth of +1% – with increased sales of multifunction devices to retailers. The -2% drop in France was because of a continuing fall in sales of laser hardware, itself due to a struggling corporate reseller channel.

HP continued to lead the printer hardware market with a share of 47%, followed by Epson and Canon with shares of 18% and 15% respectively.

Country Split

Germany	2.7%
Italy	3.1%
United Kingdom	0.6%
Spain	25.3%
France	-1.6%
Netherlands	3.5%
Switzerland	-12.4%
Portugal	20.6%
Belgium	-14.4%

Austria	-7.9%
Sweden	-21.5%
Denmark	4.1%
Finland	-5.7%

About CONTEXT

CONTEXT's market intelligence, performance benchmarks and opportunity analysis empower clients to optimise operations and accelerate tomorrow's revenues. With over 30 years of industry partnership and of experience reporting on large datasets, CONTEXT delivers analytics at all points in the value chain, providing clients with actionable insights rooted in concrete data and a profound understanding of customer needs. CONTEXT is headquartered in London, with over 250 staff across the world.

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