



Distribution sales of Laser MFPs increase by +12% year-on-year across Western Europe in early Q3 2015

London, 9th October 2015 - Unit sales of laser multi-function printers (MFPs) through Western Europe's IT distributors continue to grow (+12%) year-on-year in the first 10 weeks of Q3 2015, driven mainly by sales of colour MFPs, according to data published by CONTEXT, the European IT market analysis company.

“Sales of colour laser MFPs account for 20% of all printer hardware sold through IT distribution in Western Europe and registered an increase of +17% year-on-year, driven particularly by strong performance in Germany and France”, said Zivile Brazdziunaite, Imaging Market Analyst at CONTEXT.

Reductions in the average selling price and a growth in the number of customers choosing more impactful colour printing over mono, account for the continuous volume increase in the subcategory. The -14% decrease in the ASP of colour laser MFPs, from €630 to €517, is the result of fierce competition and changes in vendor product mix.

Distributor sales of mono laser MFPs registered a weaker, but still positive, performance, growing by +8% in early Q3 2015 across Western Europe as a result of large increases in the UK (+26%) and Germany (+14%). The price of these also continued to fall; a decrease of -4% year-on-year taking the average selling price down to €233.

Laser MFPs year-on-year unit sales growth for early Q3 2015 (first 10 weeks of the quarter)

Germany	39%
Italy	-7%
France	-1%
UK	5%
Spain	-8%
Netherlands	14%
Switzerland	7%
Sweden	-5%
Portugal	29%
Finland	-28%
Denmark	-10%
Belgium	8%
Austria	4%
Norway	-23%

About CONTEXT

Headquartered in London with over 200 staff in 15 countries, CONTEXT specialises in tracking technology sales, pricing and channel opinion across the globe. Supported by the largest Distribution Channel Sales Database in the world, CONTEXT tracks Channel sales in most countries across EMEA where we are the official data partner of all members of the Global Technology Distribution Council (GTDC). CONTEXT reports and services enable our customers to assess their business operations in the light of actual sell out figures, and make business critical decisions based on hard data. Follow us on Twitter: [@contextworld.com](https://twitter.com/contextworld.com) or visit our website: www.contextworld.com

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