



CONSUMER FLATBED SCANNERS

Executives, product managers, and marketing strategists can stay ahead of market forces that shape their future portfolio potential with accurate data to optimise outcomes.

Failing to explore up-to-date market changes could lead to poorly aligned product roadmaps and inaccurate market potential predictions.

Be accurate and confident when you access the definitive market study on Consumer Flatbed Scanners. Plan, implement and monitor activities that deliver returns.

LEARN:

- ▶ Market size development and potential
- ▶ Relative competitor market strengths and weaknesses
- ▶ Production capacity loads and investments

PERFORM:

- ▶ Realistic sales targets
- ▶ Promotional results
- ▶ New product development requirements

THE GLOBAL PRINT MARKET DATA LEADER

Our reports and services are based on extensive field research at point of sale for each industry in most countries in Europe, Africa, and Middle East.



ACCURATE
No estimates,
data is not supply
chain-based



EXTENSIVE
More than 1 600
face-to-face
interviews



KNOWLEDGEABLE
Local researchers and
regional knowledge



THOROUGH
Interview most minor
and every major player
in each country



EXPERIENCED
Over 30 years delivering
dependable intelligence



INCLUSIVE
Methodology excludes
no segment or distribution
channel



RECOGNISED
Acknowledged by industry for
uniquely detailed accuracy



ACCESSIBLE
Our ISDB 7 contains 10 years of model-level
historical data, visually customisable dashboards,
allowing you to compare data sets in seconds



COMPETITIVE
Gain the most accurate,
most timely and therefore
unparalleled market insights

CONSUMER FLATBED SCANNERS INTELLIGENCE

Supplement formal reports with precise data from predetermined or custom queries. View results in the dashboard or export to PDF or spreadsheet. Enjoy the visual ease of ISDB 7, our most powerful and customisable digital interface to date.



- ▶ Data for all scanning devices that use a flat, glass platen
- ▶ As well as consumer and Small Office Home Office (SOHO) devices



- ▶ From low-volume capture to high resolution
- ▶ For marketing, in-house publishing and more
- ▶ With actual unit sales with market value estimates, by country







- ▶ Placement information by brand, manufacturer and model
- ▶ Revenues by brand and manufacturer
- ▶ And equipment categories in standard groupings or client-defined speed bands



- ▶ View further segmentations by equipment features
 - ➔ Output size
 - ➔ Scanning resolution
 - ➔ Optional transparency scanning
 - ➔ Scan speed or list price ranges

RELEASED TO ALIGN WITH YOUR ACTIVITIES

FEBRUARY	MAY
 Previous year's full year, second half-year, and fourth quarter data plus current year's first half-year sales projection.	 First quarter data.
AUGUST	NOVEMBER
 First half-year and second quarter data, current year's second half-year projection.	 Third quarter and year-to-date data (January to September).

MARKET INTELLIGENCE IN 4 STEPS

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