

LARGE FORMAT PRINTERS

Analyse market conditions to explore adaptive strategies for achieving target results.

Deprived of quality and accurate data, we cannot derive insightful analyses to continuously stay ahead of market conditions as they unfold.

Get access to the definitive global Large Format Printers study so you can plan, implement, and monitor product strategies that align with market trends.

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, Middle East and Africa.



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

LARGE FORMAT PRINTERS 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 CAD, graphic arts, soft signage and textile large format printers
- ▶ Including piezo and thermal technologies
- ▶ As well as various ink types



- ▶ Revenues by brand and manufacturer
- ▶ Equipment categories in standard groupings or print width bands







- ▶ With actual unit sales and market value estimates, by country
- ▶ Placement information by brand, manufacturer and model



- ▶ View further segmentations by equipment features
 - ➔ Printing Printhead technology
 - ➔ Ink type
 - ➔ Application
 - ➔ Number of colours or cartridges channels
 - ➔ Roll to Roll, Flatbed or Hybrid
 - ➔ Yes/No Print and Cut capabilities, MFPs
 - ➔ Output width or list price ranges

RELEASED TO ALIGN WITH YOUR ACTIVITIES

FEBRUARY	MAY	AUGUST	OCTOBER
 Previous year's full year, fourth quarter, and second half-year data, plus the current year's half-year projections.	 First quarter data.	 Second quarter, first half-year data and second half-year projections.	 First, second and third quarter data (January to September) and 5-year forecast.

MARKET INTELLIGENCE IN 4 STEPS

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