

CONTEXT: Printer sales in Western European distribution grow +3% in Q3 2014

London, 29th October 2014 - Unit sales of Printer Hardware returned to positive year-on-year growth of +3% in Q3 2014 in Western European distribution, according to data published today by CONTEXT, the European IT market research company.

Continuous positive performance of Laser MFPs and increasing distribution sales of Inkjet MFPs drove the growth of year-on-year Printer Hardware distribution sales in Western Europe. Laser MFPs and Inkjet MFPs registered year-on-year unit sales growth of +9% and +7% respectively in Q3 2014.

The Laser MFP category was driven by Colour Laser MFPs and recorded year-on-year distribution sales increase of +15%, while the Mono segment registered positive +3% year-on-year growth in Q3 2014. Most countries in Western Europe registered positive rise in year-on-year distribution sales in Q3 2014, with the exception of France and a number of Nordic countries, where a decline was registered for the period.

Netherlands, Switzerland and Spain registered double-digit year-on year distribution sales growth of +25%, +22% and +14% respectively in Q3 2014, while year-on-year unit sales in Austria and UK increased by +8% and +5%.

“Looking at vendors performance, HP, Brother and Lexmark recorded double-digit year-on-year unit sales growth across Western European distribution in Q3 2014”, said Zivile Brazdziunaite, Imaging Market Analyst at CONTEXT. “HP registered strong year-on-year distribution sales performance of +24% in the Inkjet MFP category and +7% in the Laser MFP category in Q3 2014.”

Meanwhile, Brother and Lexmark saw year-on-year unit sales increase of +28% and +24% respectively in both the Laser MFP and Laser SFP categories in distribution for the quarter. Canon, Kyocera and Ricoh registered negative overall performance in Western European distribution, due to weak sales of Laser Single Function Printers (SFPs), however, their year-on-year unit sales of Laser MFPs increased in Q3’14 by +20%, +51% and +32% respectively.

Country split, quarterly Q3/10

| | |
|-------------|-------|
| Netherlands | 25.0% |
| Switzerland | 22.5% |
| Spain | 14.1% |
| Austria | 8.4% |

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|---------|--------|
| UK | 5.5% |
| Germany | 1.4% |
| Belgium | 0.8% |
| Sweden | 0.4% |
| Italy | -0.3% |
| France | -4.0% |
| Norway | -14.1% |
| Ireland | -16.6% |
| Denmark | -19.1% |
| Finland | -19.5% |

About CONTEXT

Headquartered in London with over 150 staff in 15 countries, CONTEXT specialises in tracking technology sales and pricing 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 official data partners with 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 or visit our website: www.contextworld.com

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