

EMEA Printer Market is Up

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04 March 2008

The combo printer, copier and multifunctional product (MFP) shipments in EMEA in 2007 totaled 52.6-million units, up 4,3% says Gartner.

This year of growth was driven by demand for MFPs, which outsold printers. Colour-page devices grew again in EMEA (up 34%) but monochrome-page was the predominant office choice (up 18% and 85% share of the page market).

HP held Number 1 position while Lexmark lost market-share trying to pull out of the lower end of the market to focus on high-end workgroup space.

"The current period of unit growth may not continue," cautions Gartner.

Vendor	2007	2007	2006
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2006	2007-2006
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	Shipments	(%)	Shipments	(%)	Growth (%)
Hewlett-Packard	23,221	44.1	20,723	41.1	10.8
Canon	8,337	15.8	8,124	16.1	2.5
Epson	6,661	12.7	6,296	12.5	5.5
Lexmark	3,986	7.6	5,012	9.9	-25.7
Brother	3,224	6.1	2,902	5.8	10.0
Others	7,210	13.7	7,334	14.6	-1.7
Total	52,637	100.0	50,392	100.0	4.3