

Sustainability Benefits Fuel the Growth of Business Inkjets

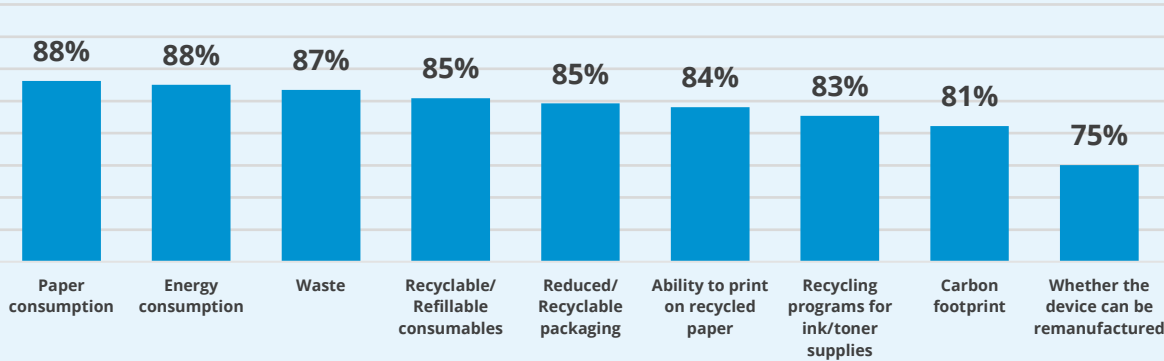
By Phil Sargeant, IDC Senior Program Director, European Imaging, Printing and Document Solutions



The business inkjet segment is one of the few growth segments in the European print market, and environmental considerations are a major factor in this. Concerns and calls for action on climate change are being seen throughout society in general with print being no exception and inkjet devices are helping businesses to demonstrate their own sustainability capabilities. Growing demand for sustainable goods and services by companies of all shapes and sizes is good news for the business inkjet market as sustainable products and services can only be seen as a positive.

Figure 1
Environmental considerations for hardware decision makers in Europe

Rate the importance of each of the following environmental/green factors when selecting new printing devices
(Extremely/very important versus low/no importance)



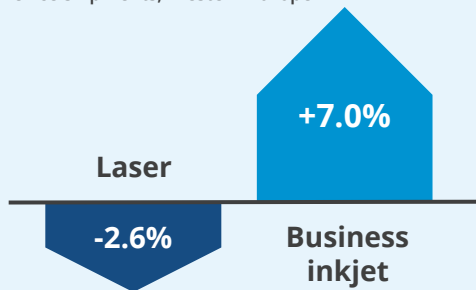
Source: IDC's European Print Survey, April 2020

Sustainability has become a key issue for organizations, and business inkjets are helping IT decision makers to demonstrate their own sustainable capabilities.

Figure 2

Five-year CAGR (2021–2025)

Device shipments, Western Europe



Source: IDC, Worldwide Hardcopy Peripherals Tracker, December 2021



Business inkjet shipments increase

Shipments of business inkjet devices are increasing while other segments continue to decline across Europe.

Business inkjets are gaining a greater share of the office print market and have increased to over a quarter of all installations and are forecast to increase to more than a third by 2025. Business inkjet shipments have risen sharply over recent years as demand for sustainable devices increases and channel partners focus on providing sustainable solutions to their customers. Business inkjets are becoming more sustainable and more cost effective and are available with all the industry-leading software and solutions required by customers.



Sustainability drives growth

Business inkjets have never been more sustainable as continual investments in the technology are creating industry-leading products for today's society.

These improvements are numerous and include better energy efficiency, less waste, and reduced emissions, which are among the top strategic priorities for many executives. Such devices are now being used across all private and public sector industries and are helping many organizations to demonstrate their own sustainable capabilities.

In the IDC Europe survey

78% of respondents said that inkjet printers/MFPs are more environmentally friendly than laser printers/MFPs.

Source: IDC's European Print Survey, April 2020; respondents who expressed an opinion, n = 277

Print remains important. The printed page is still a vital part of the business process for many organizations and by using sustainable devices many can carry on printing knowing they are contributing to a sustainable society, not hindering it.

Climate change is here now. Printing has historically been seen as being detrimental to the environment, but business inkjets are helping to change this perception by showing that print can be more sustainable.

Business inkjet shipments will increase. The number of business inkjets being installed is increasing and they will gain a greater share of the office print market as they are now able to compete in all sectors of industry with leading software and solutions.

Businesses want to be sustainable. Customers want to be associated with companies that have clear and well-defined sustainability programs, and investments in future sustainable technology is a necessity for the business to survive and prosper.

Message from the Sponsor:

The climate emergency is one that impacts us all and we must all take responsibility to resolve it. With this in mind, we have invested heavily to improve the sustainability performance of both our own business operations and the products we supply — and have been doing so for many years. Since 2018 we have invested over half a billion euros into the development of our inkjet technology, with our range supporting all print demands, covering desktop and small work group products, through to low-intervention, high-capacity ink pack units and most recently our 100ppm WorkForce Enterprise.

For more information, visit www.epson.co.uk

EPSON®