

Japan Quarterly Printer Tracker

IDC's *Japan Quarterly Printer Tracker*® satisfies the growing demand for detailed, timely, and accurate information on the Japan printer market. At the core of the product is a comprehensive electronic database detailing changes and trends in this competitive market. It includes powerful query capabilities via analysis filters such as product, product detail, print-speed range, price band, and format size. This product provides insightful analysis and quarterly updates, including five-year forecasts.

Technology Coverage

This tracker provides the total market size and vendor share for the following technology areas. Measurement for this tracker is in shipments and end-user revenue.

Core Coverage

- Product: impact, inkjet, and laser (laser/LED)
 - Product detail: color inkjet, color laser (laser/LED), monochrome laser (laser/LED), serial dot matrix, and line
 - Product category: printer
 - Shipments by Channels: Direct-Internet, Direct-Store, Direct-Inbound/Outbound, Indirect-Dealer/VAR/SI, Indirect-eTailer and Indirect-Retail
 - Shipments by Company Size: Consumer, Small Office, Small Business, Medium Business, Large Business and Government/Education
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Geographic Scope

- Japan
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include 19 years of historical data, 1 year of quarterly forecasts, and an additional 4 years of annual market projections. Forecasts are available at the country level. Examples of the forecasts included in this tracker are as follows:

Core Forecast Coverage

- Product: impact, inkjet, and laser (laser/LED)
 - Product detail: color inkjet, color laser (laser/LED), monochrome laser (laser/LED), serial dot matrix, and line
 - Color inkjet price band: <10,000 yen, 10,000–19,999 yen, 20,000–29,999 yen, 30,000–39,999 yen, and 40,000+ yen
 - Color laser speed range: 1–10ppm, 11–20ppm, 21–30ppm, 31–44ppm, 45–69ppm, 70–90ppm, and 91ppm+
 - Monochrome laser speed range: 1–20ppm, 21–30ppm, 31–44ppm, 45–69ppm, 70–90ppm, 91–150ppm, and 151ppm+
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Deliverables

This tracker is delivered on a quarterly basis with tools such as pivot tables. Deliverables for this tracker are listed below. For a complete delivery schedule, please contact an IDC sales representative.

- Historical data
- Forecast data

IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenues, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

Planning Process

- Regional, state or city-level planning — setting regional, country, state or city-level sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC's Global Tracker Process at Work



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