



# Central and Eastern European Hardcopy Peripherals

AN IDC REPORT SERIES

IDC's *Central and Eastern European Hardcopy Peripherals* service analyzes the markets for electronic printers, single-function (SF) copiers, and multifunctional peripherals (MFPs), except small-format and large-format devices, used with all levels of computer systems, providing vendors with accurate, relevant, and up-to-date information to make the right decisions on their market strategies. Covering 17 countries of Central and Eastern Europe, the service presents actual data and a forecast for unit shipments, value of shipments, and average selling value of hardcopy devices, assesses the strengths and weaknesses of the top vendors, and assembles vendor rankings by technology, type, and price band.

## Markets and Subjects Analyzed

- MFPs by model and technology (inkjet, laser), speed segment, price band, photo printing, and other specifications
- Printers by model and technology (inkjet, laser, SDM, high-end), speed segment, price band, photo printing, and other specifications
- Single-function copiers by model and technology (analog, laser), speed segment, price band, format, and other specifications
- Market sizing and long-range forecasts by shipment volume and revenue
- Vendor market shares for MFPs, printers, and SF copiers
- Competitive analysis, vendor positioning, vendor SWOT analysis, and distribution channel profiles
- Assessment of gray market activities
- Economic and political developments and their influence on the market
- Overview of local market trends, characteristics, growth opportunities, and large projects and tender activities
- The impact of the economic crisis on the market, vendors, and their channels

## Core Research

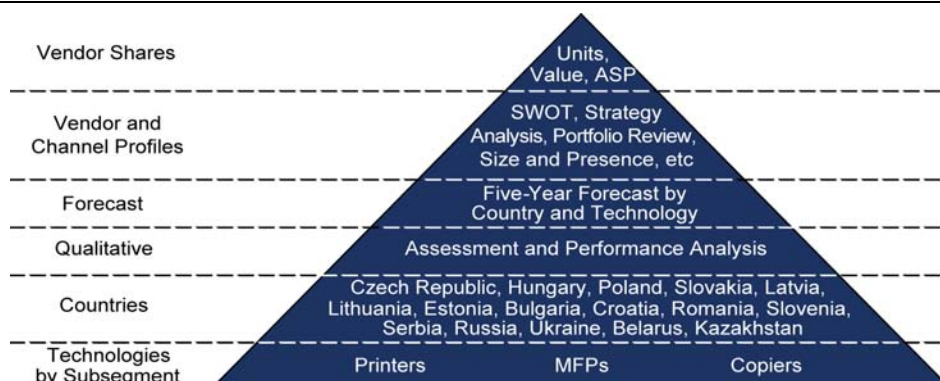
- *Hardcopy Peripherals 2010–2014 Forecast and 2009 Vendor Shares* dedicated research reports for the following countries: Belarus, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kazakhstan, Latvia, Lithuania, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Central and Eastern European Hardcopy Peripherals](#).

## Key Questions Answered

1. Which CEE countries hold the most opportunity?
2. How are gray imports affecting market dynamics?
3. How are end-user segments evolving?
4. How will current political and economic climates affect shipment growth?
5. How are vendors managing the transition to MFP/networked products? Which are vendors' main project/tender clients?
6. What are the anti-crisis strategies of the top vendors in this country market?
7. Which market segments are least impacted and represent an opportunity?

## Scope of Coverage



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## Competitive Analysis

IDC's *Central and Eastern European Hardcopy Peripherals* service analyzes product strategies, market shares, competitive positioning, financial viability, and overall strategic direction of major printer vendors, including:

Brother, Canon, Dell, Epson, HP, Infoprint, Kodak, Konica Minolta, Kyocera Mita, Lexmark, NRG Group, Oki, Olivetti, Olympus, Panasonic, Printronix, Ricoh, Samsung, Sharp, Sony, TallyGenicom, Toshiba, Triumph Adler, and Xerox.

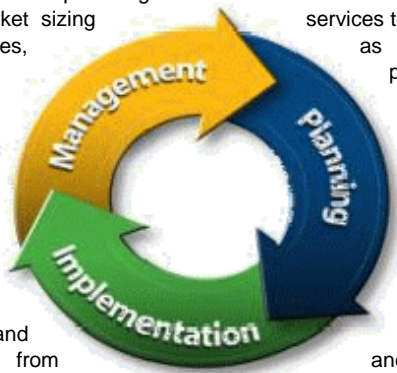
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## Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results. Take advantage of these and other related offerings:

**Consulting:** Target growth opportunities and develop strategies for emerging markets and technologies, market sizing and segmentation, and global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global technology analysts and local market analysts. Tailored offerings, such as business value (ROI) analysis, use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.

**Events:** Network with industry colleagues and gain practical and strategic insights from groundbreaking research presented by IDC and industry experts. IDC events bring together technology buyers looking for the latest best practice research and sellers offering insights into how decision makers can use technology to gain competitive advantage and improve business value.



**Go-to-Market Services:** Leverage IDC content and custom services to support your most critical marketing initiatives as well as reach appropriate technology purchasers and influencers. The Go-to-Market Services expertise, flexible business model, and range of offerings provide you with effective marketing solutions ranging from a single call-to-action incentive to a broad global media campaign.

**Industry Insights:** Develop effective vertical market strategies that create competitive advantage with the research-based advisory and consulting services from Industry Insights. Industry Insights' end-user best practice and benchmarking research helps executives drive technology-enabled business innovation within industries including energy, financial, government, health, manufacturing and retail.

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