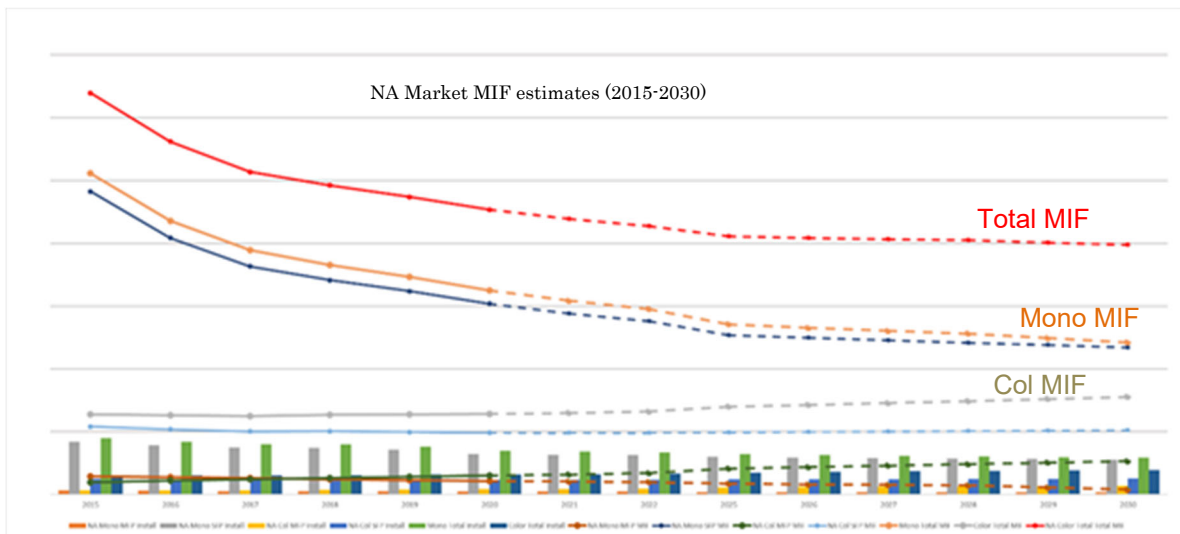


Research Proposal

[2020 version of MIF Market Forecast]

“Long-term Forecast: MIF of Electrophotographic Products and Demand of Toner”

=MIF results from 2015 and 2019 and comprehensive analysis until 2030=



September 2020
Data Supply Inc.

I. Theme

[2020 version of MIF Market Forecast]

“Long-term Forecast: MIF of Electrophotographic Products and Demand of Toner”

=MIF results from 2015 and 2019 and comprehensive analysis until 2030=

II. Abstract

Since 1986, we have been publishing market reports on electrophotographic products for 34 years. During these years, we have published many reports covering shipments of copier/MFP and laser (LED) printer/MFP, as well as worldwide shipments of such components as “toner” and “photoconductors” essential to hardware machines, with “functional components” including magnet rollers, fusing parts, and paper feeding/output rollers. In recent years, we have published reports on “industrial inkjet industry,” a field expected to grow, and have received very positive feedback.

Entering the 35th anniversary of our company in May 2020, we’ve been preparing a report different from those focusing on shipments, OEM, and supplies; it’s designed to sum up MIF (Machines in the Field) of these products with the demand of toner, based on our huge proprietary database.

Specifically, forecasts made from 2020 to 2030 are based on the analysis of future trends of each maker. As for Xerox Corp. and Fuji Xerox, which have split up and take their own business path, we’ll make bold and comprehensive forecasts for their future business course on different scenarios. **The method applied is autocorrelation (time series forecasting method) based on their shipments.** There are many variations of this type of method and **the forecasting model used in the report is ARIMA (Auto Regressive Integrated Moving Average), a statistical analysis model often used by the Japanese government.**

In the electrophotographic business, Japanese makers have a remarkably high market share enabling them to enjoy a profitable business for a long time. However, the market is becoming smaller and the Chinese government’s policy to purchase “Chinese-made” equipment first announced in a recent statement is becoming more real. For these reasons, Japan is losing its dominance and will be overtaken by China soon. Amid this, **a good knowledge of MIF of major hardware machines by Japanese and other makers is crucial for each maker when they lay out a long-term business strategy.**

We believe **such knowledge of the MIF market is essential not only to hardware machine makers but to their affiliated companies as it’s closely related to use of consumable supplies such as toner, components, and paper.**

We truly hope this report will be useful to all our readers.

III. Target Items and Target Makers

1. Target items (Electrographic products for office use)
 - 1) Copier·MFP (A3/A4) (Monochrome/Color)
 - 2) Laser (LED) printer/MFP (A3/A4) (Monochrome/Color)
 - 3) Toner

Note: Production printers are not included.

2. Target maker

1) Hardware maker/vendor

Canon / Ricoh / Fuji Xerox / Xerox Corp. / Konica Minolta / Sharp / Kyocera Document Solutions / Toshiba TEC / Brother Industries / OKI Data / HP / HPPK / Lexmark / Pantum

2) Toner maker

Canon / Ricoh / Fuji Xerox / Xerox Corp. / Konica Minolta / Sharp / Kyocera Document Solutions / Toshiba TEC / Others

IV. Research Period and Methodology

1. Research period: 2015 to 2030

Regions: Japan, North America, Europe, China, and other regions

2. Methodology

1) ARIMA-based forecasts and data-driven research

2) On-site and in-person interviews with target makers

3) Analysis of Data Supply's own proprietary database

V. Format and Report Preparation Period

1. Study format: Multi-client study

2. Report preparation period: January and August 2020

3. Publication date: December 25, 2020 (Japanese version will be available on September 28, 2020).

4. Report format: PDF format (300+ pages)

5. Price: \$4,000

6. Researchers

Long-term forecast analysis team is comprised of:

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7. How to Apply

Please send us an email with your name, company, department, and phone number included to Data Supply Inc. at infods@datasupply.jp or any researcher shown above.

VI. Survey Items

A. Comprehensive Analysis

1. Worldwide engine-based MIF

(MIF results between 2015 and 2019, and forecast between 2020 and 2030)

1) Changes in the entire market (monochrome/color)

2) Copier·MFP (monochrome/color)

(1) Overall trend

(2) Comparison by engine maker

3) Laser (LED) printer·MFP (monochrome/color)

(1) Overall trend

(2) Comparison by engine maker

4) Regional comparison of copier·MFP and laser (LED) printer·MFP

Japan/North America/Europe/China/Others

(1) Overall trend

(2) Monochrome

(3) Color

2. Worldwide demand of toner (monochrome/color)

(Results in 2015 and 2019, and forecasts in 2020, 2025, and 2030)

1) Changes in the entire market

2) Copier·MFP

3) Laser (LED) printer·MFP

4) Regional comparison of toner demand for copier·MFP and laser (LED) printer·MFP

Japan/North America/Europe/China/Others

(1) Overall trend

(2) Monochrome

(3) Color

3. Worldwide brand-/OEM-based MIF

(MIF results between 2015 and 2019, and forecast between 2020 and 2030)

1) Changes in the entire market

2) Laser (LED) printer·MFP

3) Regional comparison of laser (LED) printer·MFP

Japan/North America/Europe/China/Others

(1) Overall trend

(2) Monochrome

(3) Color

B. Copier·MFP Market

1. Engine-based MIF

(MIF results between 2015 and 2019, and forecast between 2020 and 2030)

1-1. Overall

1-2. Engine-based comparison by maker

1-3. Regional engine-based MIF of copier·MFP

Japan/North America/Europe/China/Others

(1) Overall trend (monochrome/color)

(a) Monochrome

(b) Color

2. Worldwide shipment volume

(Results between 2015 and 2019, and forecast between 2020 and 2030)

(1) Overall

(2) Monochrome

(3) Color

3. Toner demand forecast by makers

(Results in 2015 and 2019, and forecasts in 2020, 2025, and 2030)

3-1. Overall demand by region

3-2. Toner demand for copier·MFP by engine maker and by region

Japan/North America/Europe/China/Others

(1) Overall trend (monochrome/color)

(a) Monochrome

(b) Color

4. Product trend of copier·MFP by speed (between 2015 and 2019, and future trend)

5. Product overview/Strength area by maker (vendor)/In-house and OEM product examples, and changes in product trend

6. Changing alliances (present and future)

7. Alliance with Chinese makers

C. Laser (LED) Printer·MFP Market

1. Engine-based MIF (MIF results between 2015 and 2019, and forecast between 2020 and 2030)

1-1. Overall

1-2. Engine-based comparison by maker

1-3. Regional engine-based MIF of laser (LED) printer·MFP

Japan/North America/Europe/China/Others

(1) Overall trend (monochrome/color)

(a) Monochrome

(b) Color

2. Worldwide shipment volume

(Results between 2015 and 2019, and forecast between 2020 and 2030)

(1) Overall

(2) Monochrome

(3) Color

3. Toner demand forecast

(Results in 2015 and 2019, and forecasts in 2020, 2025, and 2030)

3-1. Overall demand by region

3-2. Toner demand for laser (LED) printer · MFP by engine maker and by region

Japan/North America/Europe/China/Others

(1) Overall trend (monochrome/color)

(a) Monochrome

(b) Color

4. Brand-/OEM-based MIF (MIF results between 2015 and 2019, and forecast between 2020 and 2030)

4-1. Overall

4-2. Regional brand-based MIF of laser (LED) printer·MFP

Japan/North America/Europe/China/Others

(1) Overall trend (monochrome/color)

(a) Monochrome

(b) Color

5. Product trend of copier·MFP by speed (between 2015 and 2019, and future trend)

6. Product overview/Strength area by maker (vendor)/In-house and OEM product examples, and changes in product trend

7. Changing alliances (present and future)

8. Alliance with Chinese makers

D. Individual Makers

1. Canon (engine-based)
2. Ricoh (engine-based)
3. Fuji Xerox (engine-based)
4. Xerox Corp. (engine-based)
5. Konica Minolta (engine-based)
6. Sharp (engine-based)
7. Kyocera Document Solutions (engine-based)
8. Toshiba TEC (engine-based)
9. OKI Data (engine-based)
10. Brother Industries (engine-based/OEM-based)
11. HP (engine-based/brand-based)
12. Lexmark (engine-based)
13. Pantum(engine-based)

■ Common research items ■

- **Regional MIF (2015-2030) of copier·MFP and toner demand (2015, 2019, 2020, 2025, 2030):** Region: Japan/North America/Europe/China/Others
Product overview/Strength area by maker (vendor)/In-house and OEM product examples,
and changes in product trend
- Worldwide shipment volume of copier·MFP (monochrome/color) (2015-2030)
- **Regional MIF (2015-2030) of laser (LED) printer·MFP and toner demand (2015, 2019, 2020, 2025, 2030):** Region: Japan/North America/Europe/China/Others
- Worldwide shipment volume of laser (LED) printer·MFP (monochrome/color) (2015-2030)
Product overview/Strength area by maker (vendor)/In-house and OEM product examples,
and changes in product trend
- Changing alliances (present and future)
- Alliance with Chinese makers
Product trend of copier·MFP by speed (between 2015 and 2019, and future trend)
Product trend of laser (LED) printer·MFP by speed (between 2015 and 2019, and future trend)

◆ Image of MIF Market Forecast ◆

