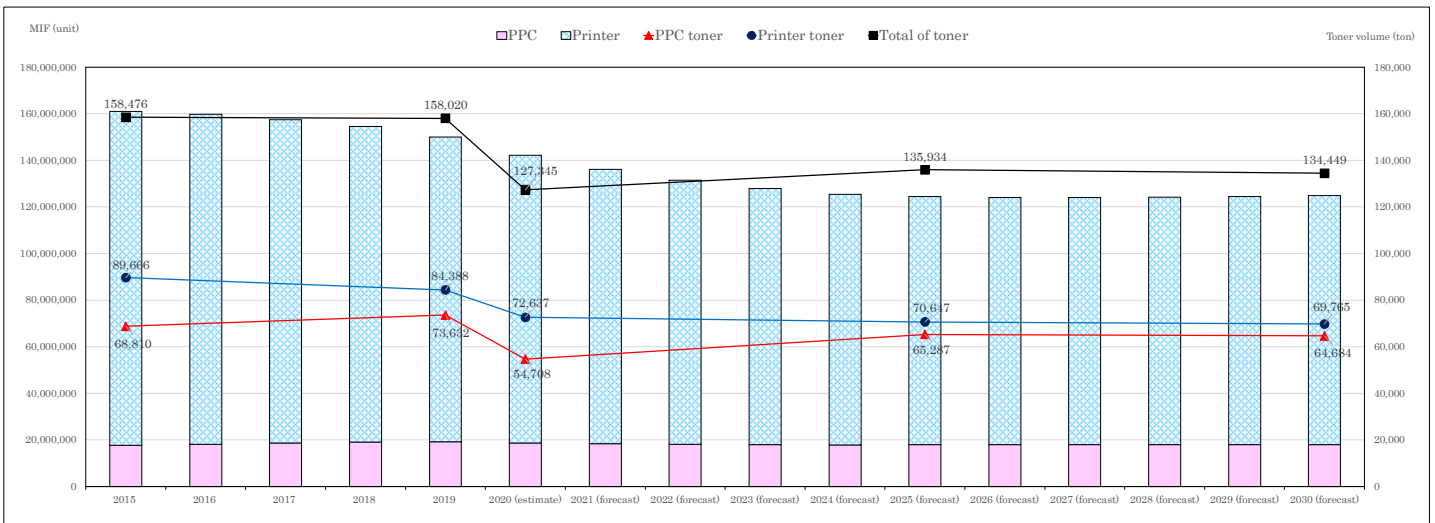


Research Report

[2020 version of MIF Market Forecast]

**“Long-term Forecast:
MIF of Electrophotographic Products
and Shipment Volume of Toner”**

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



<Total MIF Population (PPC+Laser (LED) Printers) and Toner Shipment Volume>



<Overview>

I. Theme

[2020 version of MIF Market Forecast]

“Long-term Forecast: MIF of Electrophotographic Products and Shipment volume 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 has been available since September 28, 2020).

4. Report format: PDF format

5. Price: \$4,000

6. Researchers

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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.

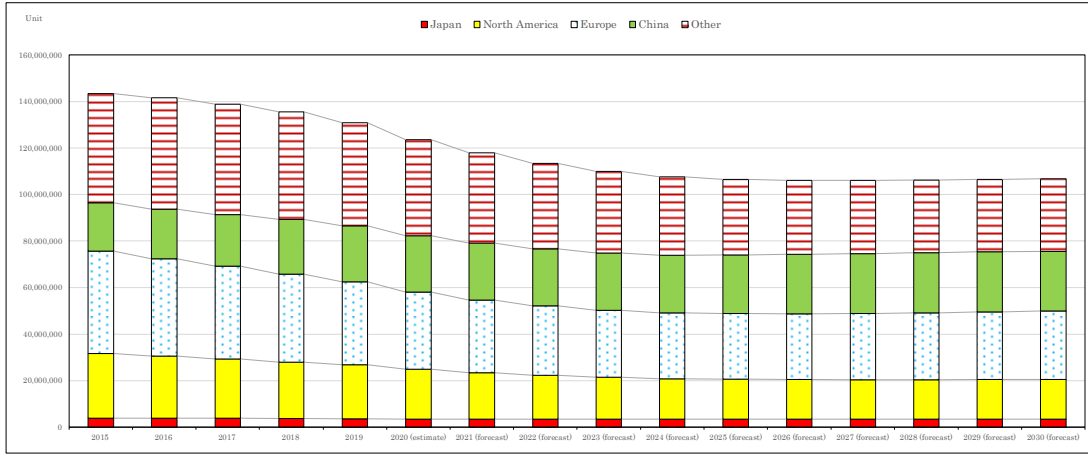
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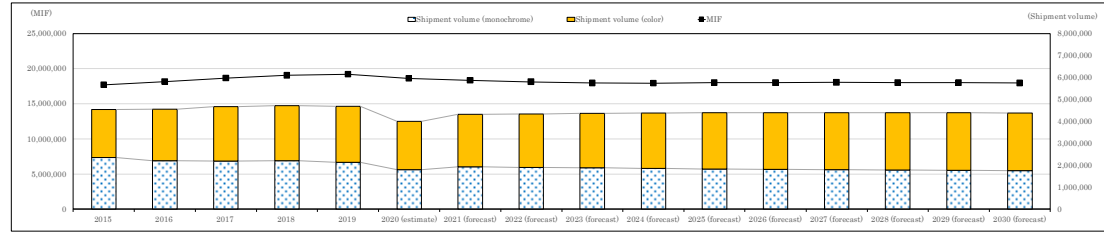
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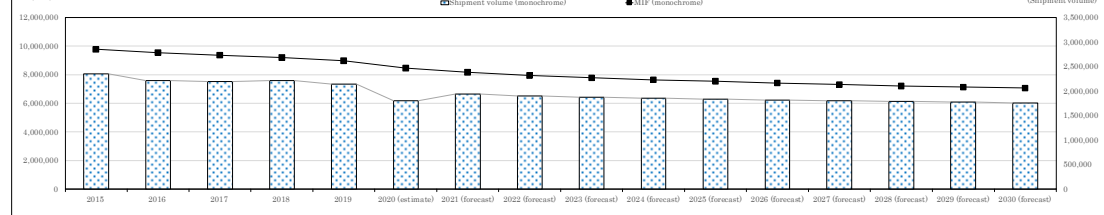
	2015	2016	2017	2018	2019	2020 (estimate)	2021 (forecast)	2022 (forecast)	2023 (forecast)	2024 (forecast)	2025 (forecast)	2026 (forecast)	2027 (forecast)	2028 (forecast)	2029 (forecast)	2030 (forecast)
Japan	3,915,968	3,872,234	3,810,748	3,712,841	3,614,934	3,520,396	3,506,376	3,474,794	3,460,833	3,451,750	3,458,274	3,465,178	3,472,123	3,483,224	3,496,051	3,510,720
North America	27,897,234	27,897,234	27,897,234	27,897,234	27,897,234	27,897,234	27,897,234	27,897,234	27,897,234	27,897,234	27,897,234	27,897,234	27,897,234	27,897,234	27,897,234	27,897,234
Europe	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017
China	3,712,841	3,712,841	3,712,841	3,712,841	3,712,841	3,712,841	3,712,841	3,712,841	3,712,841	3,712,841	3,712,841	3,712,841	3,712,841	3,712,841	3,712,841	3,712,841
Other	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017	2,738,017
Total	145,342,436	143,697,972	142,053,508	140,409,044	138,764,580	137,120,116	135,475,652	133,831,188	132,186,724	130,542,260	128,897,796	127,253,332	125,608,868	123,964,404	122,319,940	120,675,476

MIF of printers by region consisted of a high ratio of Europe (27.2% of the total) and the rest of the regions (33.9% of the total) in 2015. The increasingly growing Chinese market is likely to continue to increase its share.

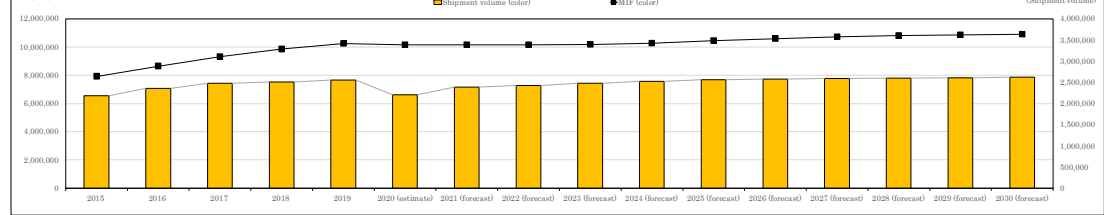
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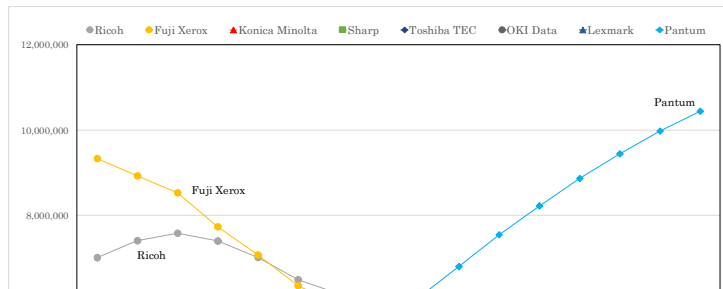
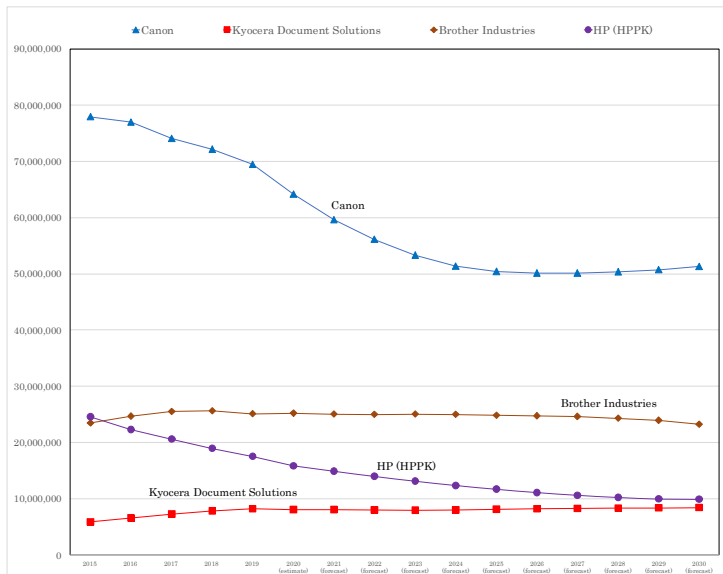


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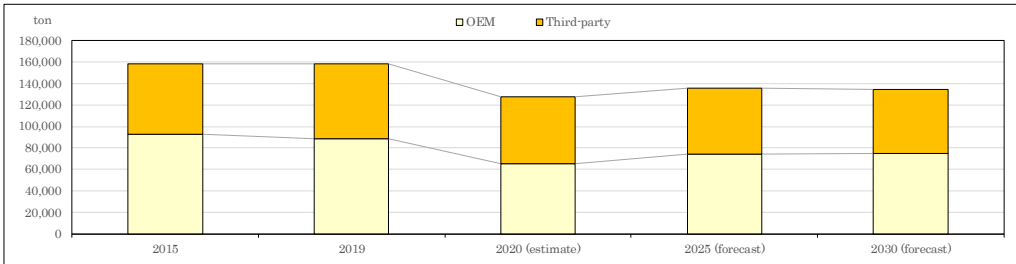
II. Individual Data by Maker

II-1. Overview of Individual Makers

1. Comparison of total MIF by engine maker

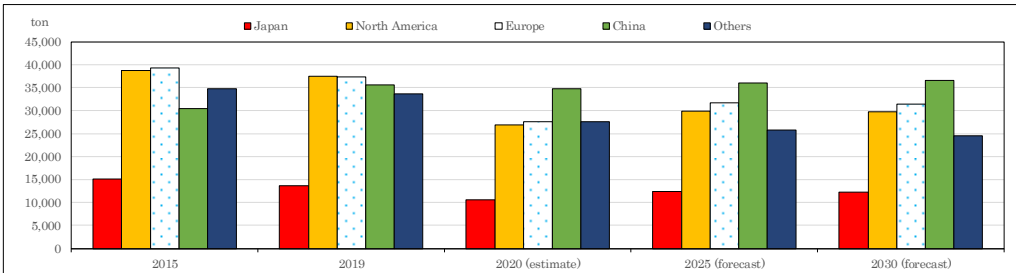


Worldwide toner market



The office toner market is divided between OEM makers and third-party makers. In 2019, OEM accounted for 56.2% and third parties 43.8%. In 2020, the third-party ratio is increasing a little while OEM makers will also take measures on prices to retrieve the share. The entire market is expected to shrink after 2025.

Toner market by region



By region, the Chinese toner market is expected to grow to become the largest in the world after 2020. Yet, the developed markets of Japan, the U.S., and Europe will also maintain a certain level of demand.