

Monthly Confidential Report  
(Published at the end of each month)

Summary

# *MONTHLY* **ELECTROPHOTOGRAPHY**

- Comprehensive Research and Analysis of PPCs, Laser/LED Printers,  
Toner, Resin, Photoconductor, Rollers and Related Components of  
Electrophotography -

## 2023. 8



Ricoh (A3+/Color) RICOH Pro C9500



Kyocera Document Solutions  
(A4/Color) TASKalfa MA3500ci



Canon (A3/Color) imageRUNNER ADVANCE DX C3935F



Xerox (A4/Color) VersaLink C415



Market Research of Japan, China, USA, and Europe  
**Data Supply Inc.**

Sample Page  
Excerpt from "Other News"

2. ISOT (International Stationery & Office Products Fair)

1) ZHUHAI ELMER TECHNOLOGY

ZHUHAI ELMER TECHNOLOGY is a Chinese label printer manufacturer established in 2013. It is known for its AIMO brand. The company's total sales of label printers in 2022 exceeded one million units (including small types and A4 support types together). The latest A4 mobile transfer printer, the PS31, costs around 1,000 yuan, and the paper size can be adjusted with a lever inside.



<Compact Label Printer>

2) Wuhan Jingchen

Wuhan Jingchen established in 2012. Its annual sales in Japan the company is fast growing and the company plans to expand its market.



<Best-selling D110>

Sample Page  
Excerpt from "Follow Up"

F - Monochrome MFP (A3) - Toshiba TEC - 3

This is the follow-up of Toshiba TEC's low-end A3 monochrome MFPs (21-30ppm). In 2022, it was 88.9% (negative growth) compared to 2021.

Major Model	Speed (ppm)	Sales area	Shipment volume (unit)		
			'20	'21	'22
*STUDIO 2303/2306/2307/2309 *STUDIO 2323/2329	23ppm (Mono)	Japan			
		Overseas			
*STUDIO 2503/2506/2515 *STUDIO 2325/2328/2615 *STUDIO 254/257	25ppm (Mono)	Japan			
		Overseas			
*STUDIO 2803/2806/2809 *STUDIO 285/2823/2829/2829	28ppm (Mono)	Overseas			
		Overseas			
*STUDIO 3006/3018/3025/3115 *STUDIO 307	30ppm (Mono)	Overseas			
		Overseas			

<Product Overview>

Toshiba TEC's A3 monochrome 55ppm line with the same concept of this series is "We will cover the three areas of features include a built-in high-speed SSD with strong security are partly used to protect performance of less than 1W. The basic engine configuration support touch panel, which can be used for authentication. Automatic free operation. In addition, multiple documents to be scanned documents are available to it used in a variety of situation support, so they can support. There is also a simple menu for overseas customers.

<Unit Sales>

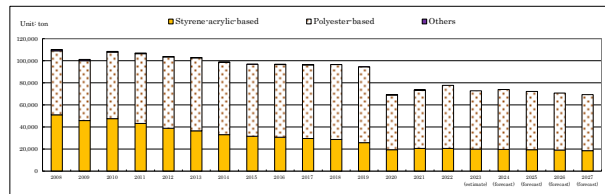
Sales volume was 92,000 units in 2021, up approximately 100,000 units in 2023.

Sample Page  
Excerpt from "Featured Article 1 - Latest Market Trend in Toner Resin"

2) Changes in production volume by type (2008-2027)

Year	Unit: ton									
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Styrene-acrylic based	51,110	45,950	47,500	43,250	38,900	36,450	33,110	31,680	30,730	29,700
YoY	-	89.9	103.4	91.1	89.9	93.7	90.8	95.7	97.0	96.6
Polyester-based	58,000	54,200	60,400	63,250	64,650	66,150	65,540	65,085	65,920	66,630
YoY	-	93.4	111.4	104.7	102.2	102.3	99.1	99.3	101.3	101.1
Others	1,200	1,000	500	400	350	300	200	180	160	160
YoY	-	83.3	50.0	80.0	87.5	85.7	66.7	90.0	88.9	100.0
Total	110,310	101,150	108,400	106,900	103,900	102,900	98,850	96,945	96,810	96,490
YoY	-	91.7	107.2	98.6	97.2	99.0	96.1	98.1	99.9	99.7

Year	Unit: ton									
	2018	2019	2020	2021	2022	2023 (estimate)	2024 (forecast)	2025 (forecast)	2026 (forecast)	2027 (forecast)
Styrene-acrylic based	28,820	25,960	19,495	20,635	20,520	20,040	19,720	19,410	19,090	18,630
YoY	97.0	90.1	75.1	105.8	99.4	97.7	98.4	98.4	98.4	97.6
Polyester-based	67,680	68,530	49,660	52,830	57,300	52,600	54,200	52,950	51,700	50,700
YoY	101.6	101.3	72.5	106.4	108.5	91.8	103.0	97.7	97.6	98.1
Others	70	50	15	15	0	0	0	0	0	0
YoY	43.8	71.4	30.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	96,570	94,540	69,170	73,480	77,820	72,640	73,920	72,360	70,790	69,330
YoY	100.1	97.9	73.2	106.2	105.9	93.3	101.8	97.9	97.8	97.9



Looking at the Japanese manufacturers' production ratio of resin by type, polyester-based resin accounted for only about 53% of the total as of 2008, but **by 2022, it expanded to about 74% of the total.**

The significant downward trend in styrene-acrylic-based resin is mainly due to the shift by genuine product manufacturers to polyester-based toner and the loss of market share in the third-party market to low-cost styrene-acrylic-based resin manufacturers in China and India.

As for polyester-based resin, there has basically been a steady growth despite some ups and downs, but in 2020, it saw a significant decrease due to COVID-19. Production volume has since recovered, but it is not likely to see it return to the pre-pandemic levels.

Others included polyether/polyol-based resin produced in small quantities, but production ended in 2021.



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**August 2023**


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