

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

Summary

MONTHLY ELECTROPHOTOGRAPHY

– Marketing Report Covering Electrophotographic Technologies,
Including MFPs, Laser Printers, Toners, Photoconductors, and
Rollers, as well as Inkjet Technologies –

2025. 4



Lexmark China (A3/Color) CX951se



Lenovo China (A4/Monochrome) T3



FUJIFILM BI Europe (A3/Monochrome) Apeos 5570



Sharp (A3/Color) BP-22C20



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

Sample Page
Excerpt from "Follow Up"

F – Monochrome Printer/MFP (A4) – Pantum – 1

This is a follow-up on the sales performance of Pantum's 21–30ppm A4 monochrome printers/MFPs. Among the three years from 2022 to 2024, 2023 saw the sharpest decline, driven primarily by a drop in sales of Pantum-branded products. In contrast, the decline in 2024 has been mainly attributed to a decrease in OEM volumes.

Major Model	Speed (ppm)	Sales area	Shipment volume (unit)		
			'22	'23	'24
<MFP> BM2300,2310,M6505,6506,6556 and others <Printer> BP2300,2310,P2505,2506 and others	22ppm (Mono)	Oversens			
<Printer> P2605	24ppm (Mono)	Oversens			
<MFP> BM4202,4203,424 <Printer> BP4202,P9017 and					
Aurora <MFP> AD220,22 <Printer> AD228 Konica Minolta <MFP> bizhub 22 <Printer> bizhub					
Aurora <MFP> AD305MD <Printer> AD308 Konica Minolta <MFP> bizhub 30					

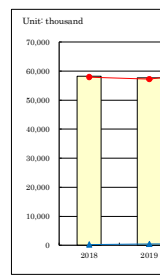
<Product Overview>
The devices are monochrome print MFP models. They sheet output capacity sufficient functions adding an LCD use scanner, the model both wired and wireless for short-range wireless making them well-

<Unit Sales>
Total sales volume to the diminishing increased by around addressing the decline be key challenges

Sample Page
Excerpt from "Featured Article 2 - Global Shipment Trends of Home & Office Inkjet Printers"

1. Global Shipment Volume Trends (2018 - 2027)

	2018	2019	2020	2021	2022	2023	2024 (estimate)	2025 (forecast)	2026 (forecast)	2027 (forecast)
Monochrome	325	491	612	634	547	523	493	483	472	463
YoY		151.2	124.6	103.6	86.3	95.6	94.3	98.0	97.7	98.1
Color	57,941									
YoY										
Total	58,266									
YoY										



The home & office inkjet printer market, which has shrunk annually, has shown maturity of the home office market. In 2020, the market's surging demand for printers have since returned to normal.

From 2025 onward printer shipments manufacturers are lineups of high-margin promoting subscription

Sample Page
Excerpt from "Featured Article 1 - Impact of Trump Tariffs on the MFP and Printer Industry"

1. General Information on China and Southeast Asia

		China	Vietnam	Thailand	Malaysia	Philippines	Indonesia
①	Land Area (km ²)	9,600,000	330,000	510,000	330,000	300,000	1,900,000
②	Population (millions)	1,409	100	70	33	111	278
③	Average Age (years)	40.2	33.1	41.5	31.8	25.7	31.5
④	Nominal GDP (USD billions)	17,758	433	514	399	437	1,371
⑤	GDP per Capita (USD)	12,597	4,324	7,335	12,090	3,906	4,919
⑥	Export Value (USD billions)	3,379	353	284	312	73	258
⑦	GDP Growth Rate (%)	5.3	5.0	1.9	3.6	5.5	5.0
⑧	Average Monthly Wage (USD)	576	273	410	451	271	377

Sources:
 ① CIA - The World Factbook
 ②, ④ to ⑦ IMF - World Economic Outlook Databases (October 2024 edition)
 ③ UN - Demographic Yearbook 2024
 ⑧ JETRO FY2023 Survey

2. Reciprocal Tariff Rates by Major Country

Japan	China	Vietnam	Thailand	Malaysia	Philippines	Indonesia	EU	Israel
24%	145%	46%	36%	24%	17%	32%	20%	17%

*As of April 18, 2025

While the latest U.S. reciprocal tariffs target ASEAN countries—many of which have become alternative production bases to China—they also impose high duties on Japan, the EU, and other economies. Notably, **China has been subject to an exceptionally high tariff rate**, following its retaliatory move to raise import duties on U.S. goods to 125%. **For countries other than China, the U.S. has implemented a 90-day suspension of the new tariffs.** During this period, which is expected to last until early July, a flat rate of 10% will be applied.

Sample Page

Sample Page
Excerpt from "Other News"

O – Interview with Chinese Company – Walton Rubber – 1

Dongguan Walton Rubber and Plastic New Materials was established in 2012. It is a roller manufacturer based in Dongguan, China, specializing in tubes, plastic components, and rollers for office automation (OA) equipment. The company is particularly known for being one of the leading producers of charge rollers in China. Looking ahead, it aims to expand its business beyond the aftermarket sector and secure OEM contracts.

Company Name	Dongguan Walton Rubber and Plastic New Materials
Location	No. Town
Representative	Hua
Year Established	2012
Registered Capital	3.9 m
Business Activities	Man



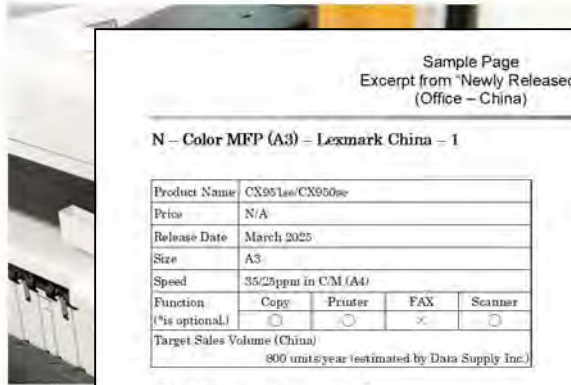
We interviewed Mr. Li Z

development history and ov

Sample Page
Excerpt from "Other News"

O – Inkjet Printer – Seiko Epson – 1

On April 10, Epson America announced that the Saline School District in Michigan, USA had replaced the laser printers installed at its seven schools with Epson inkjet printers. The clear and highly effective environmental benefits of the new printers were recognized as contributing to the district's sustainability goals.



According to Eps
as bridges support
part replacements
following models:
M21000" (A3 mon
for workgroup use

Following the suc
District also chose
elementary school

Sample Page
Excerpt from "Newly Released"
(Office – China)

N – Color MFP (A3) – Lexmark China – 1

Product Name	CX951se/CX950se			
Price	N/A			
Release Date	March 2025			
Size	A3			
Speed	35/25ppm in C/M (A4)			
Function	Copy	Printer	FAX	Scanner
(* is optional.)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Target Sales Volume (China)	800 units/year (estimated by Data Supply Inc.)			



CX951se

【Product Lineup and Details】

	CX951se	CX950se
Speed	35ppm in C/M (A4)	25ppm in C/M (A4)
Resolution	1,200×1,200dpi	
First Print Time	Monochrome/Color: 7.1/8.2 seconds	
First Copy Time	Monochrome/Color: 9/10.1 seconds	
Paper Size	A6 to A4	
Paper Capacity	Up to 4,750 sheets	
Memory	4GB	
Dimensions (W×D×H)	592×660×809mm	
Weight	81.9kg	

【Engine】

Charging	Roller	Fusing	Upper	Fuser film
Exposure	Laser		Lower	Pressure roller
Developing	Non-magnetic mono- component	Cleaning		Blade
Transfer/Intermediate transfer	Roller/Belt	Note		

【Toner/Photoconductor】

Toner	Maker	Lexmark	·Styrene-acrylic-based ·Diameter: N/A
	Method/Component	Emulsion aggregation/ Non-magnetic mono- component	
Photoconductor	Maker	N/A	·Diameter: 30 μ ·Polar character: Negative ·Page yield: Bk/YMC: 225/250K
	Material and Type	OPC drum	

【Product Feature】

In March, Lexmark China launched its A3 color MFP models CX951se / CX950se. Although this series is Lexmark's own development, it reuses existing A4 engine technology adapted for A3. The models had already been released in markets such as North America, but this time, the models were released for the Chinese market.

April 2025

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■ Newly Released ■
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