

# **Global Desktop Printers Market Size study, by Type (Needle Printers, Inkjet Printers, Laser Printers) by Application (Household Use, Commercial Use, Industrial Use) and Regional Forecasts 2020-2027**

<https://marketpublishers.com/r/GE0D6DE2F324EN.html>

Date: November 2020

Pages: 200

Price: US\$ 3,218.00 (Single User License)

ID: GE0D6DE2F324EN

## **Abstracts**

Global Desktop Printers Market is valued approximately USD XXX million in 2019 and is anticipated to grow with a healthy growth rate of more than XXX % over the forecast period 2020-2027. Desktop printers are pieces of hardware which include laser printers, Inkjet printers and Dot matrix printers which are installed in homes and business offices. The printer is a hardcopy peripheral which produces on paper human-readable representations of graphics or text. These desktop printers are generally small enough to fit in on a desk or table. The growing demand for from the corporate sector and government sector drives the market growth. Also, increasing sales of computer and other electronics such as Tablets, Smartphones and other peripherals drives the market growth. As per International Data Corporation (IDC) Brazil in 2018, PC sales increased by 7.5% as compared to 2017. With the sale of 5.75 million units the revenue generated also increased by 17% in the same year. Of these PC sales notebooks accounted for USD 2.63 billion while desktops represented USD 781 thousand of the total revenue generated. This increase in sales has led the electronics industry in Brazil to grow. Moreover, growing digitalization and use of these electronics for day to day work has increased the demand for printers. For instance: the trend of designing on tabloids has increased the propensity for desktop printers. Also, growing penetration of connected devices also supports the market growth. As according to Statista, 94.35 million units of hardcopy peripherals including printers were shipped across the globe during 2019. However, growing awareness and program towards less use of paper impedes the growth of the market over the forecast period of 2020-2027. Although, transformation of printers for use in 3D printing presents a lucrative opportunity for the market.

The regional analysis of global Desktop Printers market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to the early adoption of technology and well-established infrastructure. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as increasing urbanization and digitalization would create lucrative growth prospects for the Desktop Printers market across Asia-Pacific region.

Major market player included in this report are:

Zebra  
Xerox  
HP  
BRADY  
Schmidt  
Roland DGA  
Honeywell  
Stratasys  
XYZ printing Inc  
Ultimkare

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Needle Printers  
Inkjet Printers  
Laser Printers

By Application:

Household Use  
Commercial Use  
Industrial Use

**By Region:**

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Desktop Printers Market in Market Study:

Key Consulting Companies &amp; Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2018-2027 (USD Billion)
  - 1.2.1. Desktop Printers Market, by Region, 2018-2027 (USD Billion)
  - 1.2.2. Desktop Printers Market, by Type, 2018-2027 (USD Billion)
  - 1.2.3. Desktop Printers Market, by Application, 2018-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL DESKTOP PRINTERS MARKET DEFINITION AND SCOPE**

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### **CHAPTER 3. GLOBAL DESKTOP PRINTERS MARKET DYNAMICS**

- 3.1. Desktop Printers Market Impact Analysis (2018-2027)
  - 3.1.1. Market Drivers
  - 3.1.2. Market Challenges
  - 3.1.3. Market Opportunities

### **CHAPTER 4. GLOBAL DESKTOP PRINTERS MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
  - 4.1.6. Futuristic Approach to Porter's 5 Force Model (2017-2027)
- 4.2. PEST Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL DESKTOP PRINTERS MARKET, BY TYPE**

- 5.1. Market Snapshot
- 5.2. Global Desktop Printers Market by Type, Performance - Potential Analysis
- 5.3. Global Desktop Printers Market Estimates & Forecasts by Type 2017-2027 (USD Billion)
- 5.4. Desktop Printers Market, Sub Segment Analysis
  - 5.4.1. Needle Printers
  - 5.4.2. Inkjet Printers
  - 5.4.3. Laser Printers

## **CHAPTER 6. GLOBAL DESKTOP PRINTERS MARKET, BY APPLICATION**

- 6.1. Market Snapshot
- 6.2. Global Desktop Printers Market by Application, Performance - Potential Analysis
- 6.3. Global Desktop Printers Market Estimates & Forecasts by Application 2017-2027 (USD Billion)
- 6.4. Desktop Printers Market, Sub Segment Analysis
  - 6.4.1. Household Use
  - 6.4.2. Commercial Use
  - 6.4.3. Industrial Use

## **CHAPTER 7. GLOBAL DESKTOP PRINTERS MARKET, REGIONAL ANALYSIS**

- 7.1. Desktop Printers Market, Regional Market Snapshot
- 7.2. North America Desktop Printers Market
  - 7.2.1. U.S. Desktop Printers Market
    - 7.2.1.1. Type breakdown estimates & forecasts, 2017-2027
    - 7.2.1.2. Application breakdown estimates & forecasts, 2017-2027
  - 7.2.2. Canada Desktop Printers Market
- 7.3. Europe Desktop Printers Market Snapshot
  - 7.3.1. U.K. Desktop Printers Market

- 7.3.2. Germany Desktop Printers Market
- 7.3.3. France Desktop Printers Market
- 7.3.4. Spain Desktop Printers Market
- 7.3.5. Italy Desktop Printers Market
- 7.3.6. Rest of Europe Desktop Printers Market
- 7.4. Asia-Pacific Desktop Printers Market Snapshot
  - 7.4.1. China Desktop Printers Market
  - 7.4.2. India Desktop Printers Market
  - 7.4.3. Japan Desktop Printers Market
  - 7.4.4. Australia Desktop Printers Market
  - 7.4.5. South Korea Desktop Printers Market
  - 7.4.6. Rest of Asia Pacific Desktop Printers Market
- 7.5. Latin America Desktop Printers Market Snapshot
  - 7.5.1. Brazil Desktop Printers Market
  - 7.5.2. Mexico Desktop Printers Market
- 7.6. Rest of The World Desktop Printers Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Top Market Strategies
- 8.2. Company Profiles
  - 8.2.1. Zebra
    - 8.2.1.1. Key Information
    - 8.2.1.2. Overview
    - 8.2.1.3. Financial (Subject to Data Availability)
    - 8.2.1.4. Product Summary
    - 8.2.1.5. Recent Developments
  - 8.2.2. Xerox
  - 8.2.3. HP
  - 8.2.4. BRADY
  - 8.2.5. Schmidt
  - 8.2.6. Roland DGA
  - 8.2.7. Honeywell
  - 8.2.8. Stratasys
  - 8.2.9. XYZ printing Inc
  - 8.2.10. Ultimkare

## **CHAPTER 9. RESEARCH PROCESS**

## 9.1. Research Process

9.1.1. Data Mining

9.1.2. Analysis

9.1.3. Market Estimation

9.1.4. Validation

9.1.5. Publishing

## 9.2. Research Attributes

## 9.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Desktop Printers market, report scope

TABLE 2. Global Desktop Printers market estimates & forecasts by Region 2017-2027 (USD Billion)

TABLE 3. Global Desktop Printers market estimates & forecasts by Type 2017-2027 (USD Billion)

TABLE 4. Global Desktop Printers market estimates & forecasts by Application 2017-2027 (USD Billion)

TABLE 5. Global Desktop Printers market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 6. Global Desktop Printers market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 7. Global Desktop Printers market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 8. Global Desktop Printers market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 9. Global Desktop Printers market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 10. Global Desktop Printers market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 11. Global Desktop Printers market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 12. Global Desktop Printers market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 13. Global Desktop Printers market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 14. Global Desktop Printers market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 15. U.S. Desktop Printers market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 16. U.S. Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 17. U.S. Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 18. Canada Desktop Printers market estimates & forecasts, 2017-2027 (USD Billion)



TABLE 19. Canada Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 20. Canada Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 21. UK Desktop Printers market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 22. UK Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 23. UK Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 24. Germany Desktop Printers market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 25. Germany Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 26. Germany Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 27. RoE Desktop Printers market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 28. RoE Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 29. RoE Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 30. China Desktop Printers market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 31. China Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 32. China Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 33. India Desktop Printers market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 34. India Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 35. India Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 36. Japan Desktop Printers market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 37. Japan Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 38. Japan Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 39. RoAPAC Desktop Printers market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 40. RoAPAC Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 41. RoAPAC Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 42. Brazil Desktop Printers market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 43. Brazil Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 44. Brazil Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 45. Mexico Desktop Printers market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 46. Mexico Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 47. Mexico Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 48. RoLA Desktop Printers market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 49. RoLA Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 50. RoLA Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 51. Row Desktop Printers market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 52. Row Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 53. Row Desktop Printers market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 54. List of secondary sources, used in the study of global Desktop Printers market

TABLE 55. List of primary sources, used in the study of global Desktop Printers market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Desktop Printers market, research methodology
- FIG 2. Global Desktop Printers market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Desktop Printers market, key trends 2019
- FIG 5. Global Desktop Printers market, growth prospects 2020-2027
- FIG 6. Global Desktop Printers market, porters 5 force model
- FIG 7. Global Desktop Printers market, pest analysis
- FIG 8. Global Desktop Printers market, value chain analysis
- FIG 9. Global Desktop Printers market by segment, 2017 & 2027 (USD Billion)
- FIG 10. Global Desktop Printers market by segment, 2017 & 2027 (USD Billion)
- FIG 11. Global Desktop Printers market by segment, 2017 & 2027 (USD Billion)
- FIG 12. Global Desktop Printers market by segment, 2017 & 2027 (USD Billion)
- FIG 13. Global Desktop Printers market by segment, 2017 & 2027 (USD Billion)
- FIG 14. Global Desktop Printers market, regional snapshot 2017 & 2027
- FIG 15. North America Desktop Printers market 2017 & 2027 (USD Billion)
- FIG 16. Europe Desktop Printers market 2017 & 2027 (USD Billion)
- FIG 17. Asia pacific Desktop Printers market 2017 & 2027 (USD Billion)
- FIG 18. Latin America Desktop Printers market 2017 & 2027 (USD Billion)
- FIG 19. Global Desktop Printers market, company market share analysis (2019)

## I would like to order

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