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Mobile Printing Market - Forecasts from 2018 to 2023

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Abstracts

The global mobile printing market is expected to grow at a CAGR of 32.50% over the forecast period of 2017 to 2023. Mobile printing is a process where data is sent from a smartphone to the printer wirelessly and is an emerging printing process. Mobile printing can be done via two approaches: the first one involves direct data transfer to the printer by a mobile phone and the second one involves an indirect data transfer from a mobile phone to a computer attached to the printer. This technology enhances the security of the device and system by enabling the user to set a password in order to prevent any unauthorized access. It also reduces overall installation costs of network points and fitting cables.
The market for mobile printing is increasingly being driven by rising number of smartphones and tablet users, growing mobile workforce, and high rate of adoption of BYOD (Bring Your Own Device) program among various enterprises. Growing focus on centralized printing environment in order to reduce installation costs of a large set of printers at workplace will further propel the growth of the global mobile printing market during the forecast period. However, security concerns regarding potential data leaks through unauthorized access to printed documents will hinder the growth of the global mobile printing market. North America is expected to hold a significant market share due to the increased adoption of cloud storage technologies while the Asia-Pacific is expected to witness the fastest growth.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

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Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top-down approaches have been utilized to determine the market size of the overall market and key segments. The values obtained are correlated with the primary inputs of the key stakeholders in the Mobile printing value chain. The last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the global mobile printing market.

Major industry players profiled as part of the report are HP Development Company, L.P., Epson America, Inc., Canon Inc., Apple Inc., and Xerox Corporation among others.

Segmentation

The global mobile printing market has been analyzed through the following segments:

- By Type
  - Peer-to-peer wireless printing
  - Cloud printing
- By End-User
  - Residential
  - Commercial
  - Industrial
- By Geography

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North America

United States

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Italy

Spain

Others

Middle East and Africa (MEA)

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UAE

Iran

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Others

Asia Pacific (APAC)

Japan

China

India

Australia

Others

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