

Printers Market in India 2014

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Abstracts

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Netscribes' latest market research report titled Printer Market in India 2014 states that the printer market in India will grow at a steady pace in the coming years. Due to the advancement of technology new kind of printers have come in the market. One of them is the multifunctional printer which has a number of features. Previously, printers were very expensive but in the past few years, printer prices in India have fallen to a large extent. Domestic printer market is primarily driven by a huge PC base. Printers in India have become necessity due to high content creation. A big challenge for the printer market is the increasing amount of wireless printing. Printer reviews have been highly positive in the Indian market.

There are new trends which have been observed in India. The concept of managed print services has become popular in the country. Green printing and cloud printing are emerging concepts. There are huge multinationals which operate in the Indian market space. There are opportunities for printer manufacturers to leverage the distribution channel. Multifunctional printers will dominate the market in the coming years. Companies should look at smaller cities to increase their sales. Small and medium business (SMBs) and consumer from smaller cities will generate a huge demand for printers in India.

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