

Europe Print Management Software Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Deployment (On-Premise and Cloud), Enterprise Size (Large Enterprises and Small and Medium Enterprises), and Industry (BFSI, IT and Telecom, Healthcare, Retail, and Other Industries)

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Abstracts

The Europe print management software market is expected to grow from US\$ 600.30 million in 2022 to US\$ 1,430.75 million by 2028. It is estimated to grow at a CAGR of 15.6% from 2022 to 2028.

Reduced Cost of Printing and Enhanced Performance is Accentuating Europe Print Management Software Market Growth

The print management software helps to find out true cost per-page, discover the actual cost of ownership for each printer, error and history reports deliver valuable information to improve fleet management, optimize fleet for improved workflows, easy-to-use web interfaces provide visibility to help staff members and its teams do their jobs more efficiently, and free up IT staff to focus on core business objectives and training. For example, Equitrac is a print tracking and cost recovery software solution that can be integrated with multifunctional printers such as HP, Sharp, Canon, and Konica Minolta. It can help an organization reduce waste, recover costs, increase security, and simplify IT support once implemented. Equitrac reduces overhead costs by automatically capturing, tracking, and allocating every print job, it increases productivity by streamlining operations, increases document security, and minimizes print waste and toner consumption. Print management software also improves the performance of different companies through different abilities such as maintaining control over paper

consumption, using effective power products, and syncing printer fleet. So, reduced cost of printing and enhanced performance is expected to drive the Europe print management software market growth.

Europe Print Management Software Market Overview

Germany, France, the UK, and Italy are among the prime contributors to the Europe print management software market. Western Europe is renowned for its improved living conditions, with higher income levels among residents. The countries in this region have more GDP per capita than the rest of the countries. Steady economic progress is a good indicator of opportunities for software developers in European countries. The European Commission aims at boosting the Europe 2020 strategy with seven flagship initiatives. One of these is the “Innovation Union,” which promotes the smart growth of technologies. The primary objective is to improve the EU's framework for research and innovation. The European services market, which includes software developers, is growing, and most European economies are performing well. Amid the high adoption of technologies, the shortage of software developers makes firms more open to outsourcing their software development processes. Capital invested in the technology landscape in Europe has grown 10 times the level of 2015 and three times the level of 2020, with investments touching the mark of US\$ 100 billion in 2021. The increasing number of startups, such as ePaper Ltd and TouchTec, offering graphic printing services is expected to drive market growth in this region during the forecast period.

Europe Print Management Software Market Revenue and Forecast to 2028 (US\$ Million)

Europe Print Management Software Market Segmentation

The Europe print management software market is segmented based on deployment, enterprise size, industry, and country.

Based on deployment, the Europe print management software market is bifurcated into on-premises and cloud. The cloud segment held a larger market share in 2022.

Based on enterprise size, the Europe print management software market is bifurcated into large enterprises and small and medium enterprises. The large enterprises segment held a larger market share in 2022.

Based on industry, the Europe print management software market is segmented into

BFSI, IT and telecom, healthcare, retail, and other industries. Other industries segment held the largest market share in 2022.

Based on country, the Europe print management software market has been categorized into the UK, Germany, France, Italy, Russia, and the Rest of Europe. Our regional analysis states that the UK dominated the market share in 2022.

Canon Inc; ePaper Ltd; HP Development Company, L.P.; Kofax, Inc.; PaperCut Software International Pty Ltd; PrinterLogic; Process Fusion; ThinPrint GmbH; and Xerox Corporation are the leading companies operating in the Europe print management software market.

Contents

1. INTRODUCTION

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation
 - 1.3.1 Europe Print Management Software Market – By Deployment
 - 1.3.2 Europe Print Management Software Market – By Enterprise Size
 - 1.3.3 Europe Print Management Software Market – By Industry
 - 1.3.4 Europe Print Management Software Market- By Country

2. KEY TAKEAWAYS

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. EUROPE PRINT MANAGEMENT SOFTWARE MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Europe PEST Analysis
- 4.3 Ecosystem Analysis
- 4.4 Expert Opinion

5. EUROPE PRINT MANAGEMENT SOFTWARE MARKET – KEY MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Reduced Cost of Printing and Enhanced Performance
 - 5.1.2 Improved Security and Management of Data
- 5.2 Market Restraints
 - 5.2.1 High Costs of Installation and Maintenance, and Lack of Awareness
- 5.3 Market Opportunities
 - 5.3.1 Increase in print-on-demand software
- 5.4 Future Trends

- 5.4.1 Rise in Adoption of Big Data Solutions
- 5.5 Impact Analysis of Drivers and Restraints

6. PRINT MANAGEMENT SOFTWARE MARKET – EUROPE ANALYSIS

- 6.1 Europe Print Management Software Market Overview
- 6.2 Europe Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

7. EUROPE PRINT MANAGEMENT SOFTWARE MARKET ANALYSIS – BY DEPLOYMENT

- 7.1 Overview
- 7.2 Europe Print Management Software Market, By Deployment (2021 and 2028)
- 7.3 On-Premise
 - 7.3.1 Overview
 - 7.3.2 On-Premise: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)
- 7.4 Cloud
 - 7.4.1 Overview
 - 7.4.2 Cloud: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

8. EUROPE PRINT MANAGEMENT SOFTWARE MARKET ANALYSIS –BY ENTERPRISE SIZE

- 8.1 Overview
- 8.2 Europe Print Management Software Market, By Enterprise Size (2021 and 2028)
- 8.3 Small and Medium Enterprises
 - 8.3.1 Overview
 - 8.3.2 Small and Medium Enterprises: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)
- 8.4 Large Enterprises
 - 8.4.1 Overview
 - 8.4.2 Large Enterprises: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

9. EUROPE PRINT MANAGEMENT SOFTWARE MARKET ANALYSIS – BY INDUSTRY

9.1 Overview

9.2 Europe Print Management Software Market Breakdown, by Industry, 2021 & 2028

9.3 IT and Telecom

9.3.1 Overview

9.3.2 IT and Telecom Market Revenue and Forecast to 2028 (US\$ Million)

9.4 BFSI

9.4.1 Overview

9.4.2 BFSI Market Revenue and Forecast to 2028 (US\$ Million)

9.5 Healthcare

9.5.1 Overview

9.5.2 Healthcare Market Revenue and Forecast to 2028 (US\$ Million)

9.6 Retail

9.6.1 Overview

9.6.2 Retail Market Revenue and Forecast to 2028 (US\$ Million)

9.7 Other Industries

9.7.1 Overview

9.7.2 Other Industries Market Revenue and Forecast to 2028 (US\$ Million)

10. EUROPE PRINT MANAGEMENT SOFTWARE MARKET – COUNTRY ANALYSIS

10.1 Overview

10.1.1 Europe: Print Management Software Market, by Key Country

10.1.1.1 France: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

10.1.1.1.1 France: Print Management Software Market, by Deployment

10.1.1.1.2 France: Print Management Software Market, by Enterprise Size

10.1.1.1.3 France: Print Management Software Market, by Industry

10.1.1.2 Germany: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

10.1.1.2.1 Germany: Print Management Software Market, by Deployment

10.1.1.2.2 Germany: Print Management Software Market, by Enterprise Size

10.1.1.2.3 Germany: Print Management Software Market, by Industry

10.1.1.3 Italy: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

10.1.1.3.1 Italy: Print Management Software Market, by Deployment

10.1.1.3.2 Italy: Print Management Software Market, by Enterprise Size

10.1.1.3.3 Italy: Print Management Software Market, by Industry

10.1.1.4 UK: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

Million)

10.1.1.4.1 UK: Print Management Software Market, by Deployment

10.1.1.4.2 UK: Print Management Software Market, by Enterprise Size

10.1.1.4.3 UK: Print Management Software Market, by Industry

10.1.1.5 Russia: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

10.1.1.5.1 Russia: Print Management Software Market, by Deployment

10.1.1.5.2 Russia: Print Management Software Market, by Enterprise Size

10.1.1.5.3 Russia: Print Management Software Market, by Industry

10.1.1.6 Rest of Europe: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

10.1.1.6.1 Rest of Europe: Print Management Software Market, by Deployment

10.1.1.6.2 Rest of Europe: Print Management Software Market, by Enterprise Size

10.1.1.6.3 Rest of Europe: Print Management Software Market, by Industry

11. INDUSTRY LANDSCAPE

11.1 Overview

11.2 Mergers and Acquisitions

11.3 Agreements, Collaborations and Joint Ventures

11.4 New Product Launches

11.5 Expansions and Other Strategic Developments

12. COMPANY PROFILES

12.1 Canon Inc

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

12.2 Kofax, Inc.

12.2.1 Key Facts

12.2.2 Business Description

12.2.3 Products and Services

12.2.4 Financial Overview

12.2.5 SWOT Analysis

12.2.6 Key Developments

12.3 PaperCut Software International Pty Ltd

12.3.1 Key Facts

12.3.2 Business Description

12.3.3 Products and Services

12.3.4 Financial Overview

12.3.5 SWOT Analysis

12.3.6 Key Developments

12.4 ThinPrint GmbH

12.4.1 Key Facts

12.4.2 Business Description

12.4.3 Products and Services

12.4.4 Financial Overview

12.4.5 SWOT Analysis

12.4.6 Key Developments

12.5 PrinterLogic

12.5.1 Key Facts

12.5.2 Business Description

12.5.3 Products and Services

12.5.4 Financial Overview

12.5.5 SWOT Analysis

12.5.6 Key Developments

12.6 Xerox Corporation

12.6.1 Key Facts

12.6.2 Business Description

12.6.3 Products and Services

12.6.4 Financial Overview

12.6.5 SWOT Analysis

12.6.6 Key Developments

12.7 Process Fusion

12.7.1 Key Facts

12.7.2 Business Description

12.7.3 Products and Services

12.7.4 Financial Overview

12.7.5 SWOT Analysis

12.7.6 Key Developments

12.8 HP Development Company, L.P.

12.8.1 Key Facts

12.8.2 Business Description

12.8.3 Products and Services

12.8.4 Financial Overview

12.8.5 SWOT Analysis

12.8.6 Key Developments

12.9 ePaper Ltd

12.9.1 Key Facts

12.9.2 Business Description

12.9.3 Products and Services

12.9.4 Financial Overview

12.9.5 SWOT Analysis

12.9.6 Key Developments

13. APPENDIX

13.1 About The Insight Partners

13.2 Word Index

List Of Tables

LIST OF TABLES

Table 1. Europe Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

Table 2. Europe Print Management Software Market, by Country – Revenue and Forecast to 2028 (USD Million)

Table 3. France: Print Management Software Market, by Deployment – Revenue and Forecast to 2028 (US\$ Million)

Table 4. France: Print Management Software Market, by Enterprise Size – Revenue and Forecast to 2028 (US\$ Million)

Table 5. France: Print Management Software Market, by Industry – Revenue and Forecast to 2028 (US\$ Million)

Table 6. Germany: Print Management Software Market, by Deployment – Revenue and Forecast to 2028 (US\$ Million)

Table 7. Germany: Print Management Software Market, by Enterprise Size – Revenue and Forecast to 2028 (US\$ Million)

Table 8. Germany: Print Management Software Market, by Industry – Revenue and Forecast to 2028 (US\$ Million)

Table 9. Italy: Print Management Software Market, by Deployment – Revenue and Forecast to 2028 (US\$ Million)

Table 10. Italy: Print Management Software Market, by Enterprise Size – Revenue and Forecast to 2028 (US\$ Million)

Table 11. Italy: Print Management Software Market, by Industry – Revenue and Forecast to 2028 (US\$ Million)

Table 12. UK: Print Management Software Market, by Deployment – Revenue and Forecast to 2028 (US\$ Million)

Table 13. UK: Print Management Software Market, by Enterprise Size – Revenue and Forecast to 2028 (US\$ Million)

Table 14. UK: Print Management Software Market, by Industry – Revenue and Forecast to 2028 (US\$ Million)

Table 15. Russia: Print Management Software Market, by Deployment – Revenue and Forecast to 2028 (US\$ Million)

Table 16. Russia: Print Management Software Market, by Enterprise Size – Revenue and Forecast to 2028 (US\$ Million)

Table 17. Russia: Print Management Software Market, by Industry – Revenue and Forecast to 2028 (US\$ Million)

Table 18. Rest of Europe: Print Management Software Market, by Deployment –

Revenue and Forecast to 2028 (US\$ Million)

Table 19. Rest of Europe: Print Management Software Market, by Enterprise Size – Revenue and Forecast to 2028 (US\$ Million)

Table 20. Rest of Europe: Print Management Software Market, by Industry – Revenue and Forecast to 2028 (US\$ Million)

Table 21. List of Abbreviation

List Of Figures

LIST OF FIGURES

- Figure 1. Europe Print Management Software Market Segmentation
- Figure 2. Europe Print Management Software Market Segmentation – By Country
- Figure 3. Europe Print Management Software Market Overview
- Figure 4. Europe Print Management Software Market, By Deployment
- Figure 5. Europe Print Management Software Market, By Country
- Figure 6. Europe PEST Analysis
- Figure 7. Expert Opinion
- Figure 8. Europe Print Management Software Market: Impact Analysis of Drivers and Restraints
- Figure 9. Europe Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 10. Europe Print Management Software Market Revenue Share, by Deployment (2021 and 2028)
- Figure 11. On-Premise: Europe Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 12. Cloud: Europe Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 13. Europe Print Management Software Market Revenue Share, by Enterprise Size (2021 and 2028)
- Figure 14. Small and Medium Enterprises: Europe Print Management Software Market – Revenue and Forecast to 2028(US\$ Million)
- Figure 15. Large Enterprises: Europe Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 16. Europe Print Management Software Market Breakdown, by In dustry (2021 and 2028)
- Figure 17. IT and Telecom: Europe Print Management Software Market – Revenue and Forecast to 2028(US\$ Million)
- Figure 18. BFSI: Europe Print Management Software Market – Revenue and Forecast to 2028(US\$ Million)
- Figure 19. Healthcare: Europe Print Management Software Market – Revenue and Forecast to 2028(US\$ Million)
- Figure 20. Retail: Europe Print Management Software Market – Revenue and Forecast to 2028(US\$ Million)
- Figure 21. Other Industries: Europe Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 22. Europe: Print Management Software Market, by Key Country – Revenue (2021) (US\$ 'Million)

Figure 23. Europe: Print Management Software Market Revenue Share, by Key Country (2021 and 2028)

Figure 24. France: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 25. Germany: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 26. Italy: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 27. UK: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 28. Russia: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 29. Rest of Europe: Print Management Software Market – Revenue and Forecast to 2028 (US\$ Million)

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