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Printers Market in India 2012 by Bharatbook

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Printers market in India is currently undergoing through a phase wherein the market can be characterized with steady growth and a cut-throat competition amongst players operating in the market space. Prime factors influencing growth in the market happen to be the prevailing of major active industry verticals and the exponential growth in content creation. Further, the presence of a massive SMB population also boosts the market by a large extent, wherein SMBs shell out a decent proportion of their revenues for computational purchases.

The market comprises of multiple segments including inkjet, dot matrix and laser printers. â€œOngoing advancement in the field of technology has resulted in the evolution of state-of-the art multifunction devices which are capable of facilitating several tasks and it is this device which is gaining a significant momentum in the market,â€• says Mr. Kalyan Banga, Product Manager at Netscribes. An array of factors including high content generation, enterprise mobility, declining prices and the huge PC base in India basically propels the market forward. An ongoing tendency to adopt inkjet multifunction devices, cloud printing, green printing and managed printing services is on the rise in the India.

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The report primarily deals with three categories of printers comprising of inkjet, dot matrix and laser printers and begins with an introduction section, defining the market scope of the report. The section briefly discusses the working model of each of these printers. Market overview section in the report lists and explains the various reasons propelling the market. It also mentions the key initiatives taken by the Government of India to stimulate the market. In terms of market size, the report provides graphical representation of the printer shipment in India in context with the overall Indian as well as the SMB printer market. Moving along, the section also lists down the key purchase decisions of customers so as to give a better idea about the general mind set of prospective customers. The section also features a separate portion on competitive breakdown wherein the market share of the top vendors and major vendorâ€™s market share across each printer category is illustrated, which in turn helps readers to understand the current competitive landscape in the India printer market. This section further elaborates on the SMB market scenario and lists down crucial aspects such as the key strategic decisions and purchase preference of SMBs. An illustration of purchase decision making matrix is provided which helps in understanding the process in which any IT purchase decision is executed. This matrix can be effectively utilized by vendors to generate strategies for better sales in the SMB segment. Further, the SMB market overview section lists down the top 40 cities in India which has a significant proportion of SMBs present and hence a sizeable number of printers are shipped to these cities has been provided in a tabulated manner and thus can be used by printer manufacturers and distributors to develop their city based strategies and expansion plans in India. A commentary on the top 40 cities vendor opportunity brings forth value added insights about the SMB market space, wherein it enlightens the reader on aspects such as the largest printer consuming industry verticals and printer friendly clusters in India amongst others.Market Report

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