

Sizing Ink & Toner E-Commerce

■発行月:2017年12月完成

■価格:各地域 \$28,900(US or WE)

■納品物

- Executive Summary レポート
(※販社/チャネルへの共有可)
- PPT レポート (Executive Summary)
- PPT 調査レポート
- Web 調査 Banner 資料
- オンラインプレゼンテーション 2時間

■担当アナリスト

John Shane : Director

<http://keypointintelligence.com/about-us/analyst-team/john-shane/>



John Shane is a leading industry expert on marking materials such as toner, OPC, inkjet ink, and cartridges. As a Director for the Communication Supplies Consulting Service, Mr. Shane is responsible for all forecasts, research reports, consulting, and client care concerning those topics. He is a well-known authority on all-in-one toner cartridges, the cartridge recycling industry, and the world toner industry. In addition, he has conducted extensive research following similar trends related to inkjet cartridges, refills, and compatibles. Having consulted on these markets since 1988, Mr. Shane is a frequent expert presenter at industry conferences and trade events.



■ Table of Contents

1. Study Objectives & Methodologies

Study Objectives

Methodologies

2. Key Findings & Recommendations

Key Findings

Recommendations

Recommendations

3. Ink & Toner Market Estimates

Consumer & SMB 1-99 Employees

U.S. Market Size (Consumer and SMB 1-99 Employees)

Millions of Toner Cartridges Sold in the United States

Millions of Ink Cartridges Sold in the United States

U.S. Aftermarket Share

Percent of Toner Purchased That is Third-party

Percent of Ink Purchased That is Third-party

U.S. Overall Aftermarket Share for Ink and Laser Toner Cartridges
(Consumer and SMB 1-99 Employees)

Third-Party Share of Toner Market by Cartridge Units Sold

Third-Party Share of the Ink Market by Cartridge Units Sold
Channels

Channels Used for Toner Cartridge Purchasing

Channels Used for Ink Cartridge Purchasing

E-Commerce for 3rd Party Cartridges

Channels Used for Toner Cartridge Purchasing

Channels Used for Ink Cartridge Purchasing

Cartridge Purchasing by Channel

Millions of OEM & Third-Party Toner Cartridge Units Sold by Channel

Millions of OEM & Third-Party Ink Cartridge Units Sold by Channel

3rd Party Cartridges by Channel

Millions of Third-Party Toner Cartridge Units Sold by Channel

Millions of Third-Party Ink Cartridge Units Sold by Channel



History of Purchasing Cartridges on the internet
Length of Time Toner Cartridges Have Been Purchased Online
Length of Time Ink Cartridges Have Been Purchased Online
Correlation Between Purchasing on the Internet and Purchasing 3rd Party
When Third-party Toner was First Purchased
When Third-party Ink was First Purchased
Whether Availability of 3rd Party Toner Online Increases Use of 3rd Party
Whether Availability of 3rd Party Ink Online Increases Use of 3rd Party
E-Commerce Share of Cartridge Purchasing
E-Commerce Share of Toner Market by Cartridge Units Sold
(Consumer and SMB)
E-Commerce Share of Ink Market by Cartridge Units Sold
(Consumer and SMB)
3rd Party Share of E-Commerce
3rd-Party Share of E-Commerce Toner Market by Cartridge Units Sold
3rd-Party Share of E-Commerce Ink Market by Cartridge Units Sold
3rd Party and E-Commerce
Summary of U.S. E-Commerce and 3rd Party Supplies Market Size
Consumers and SMBs w/1-99 Employees
Toner Cartridge Units
Summary of U.S. E-Commerce and 3rd Party Supplies Market Size
Consumers and SMBs w/1-99 Employees
Ink Cartridge Units

4. Behaviors and Attitudes

Among Buyers of 3rd Party on E-Commerce
Buying on the Internet
Websites Used to Purchase 3rd Party Toner
Websites Used to Purchase 3rd Party Ink
3rd Party Purchasing
Buyers by Channel: Percent of Third-party Toner Purchased
Buyers by Channel: Percent of Third-party Ink Purchased
Problems When Purchasing 3rd Party on the Internet
Whether Problems Occurred With Third-party Toner Bought Online
Whether Problems Occurred with Third-party Ink Bought Online
Performance Issues

Few Obvious Issues with Quality of Product Received

Products Not Matching Image on the Website When Purchased

Products Not Matching Image on the Website When Purchased (2)

Frequency of Problems When purchasing 3rd Party Cartridges Online

Frequency of Problems with Third-party Toner Purchased Online

Frequency of Problems with Third-party Ink Purchased Online

Experience with 3rd Party Cartridges

Experience with Third-party Toner vs. OEM Toner Excluding Cost

Experience with Third-party Ink vs. OEM Ink Excluding Cost

Experience with 3rd Party Cartridges

Satisfaction With Experience of Third-party Toner Bought Online

Satisfaction With Experience of Third-party Ink Bought Online

3rd Party vs. OEM

Whether OEM or Third-party Toner are Better for Different Criteria

Whether OEM or Third-party Ink are Better for Different Criteria

OEM vs. 3rd Party Value

Whether OEM or Third-party Toner Provides More Value

Whether OEM or Third-party Ink Provides More Value

Top Description of OEM and 3rd Party

Top Four Words Describing OEM Branded Toner

Top Four Words Describing OEM Branded Ink

Top Four Words Describing Third-party Toner

Top Four Words Describing Third-party Ink

Future Buying Preference

Likelihood of Switching to Only Purchasing Third-party Toner Cartridges

Likelihood of Switching to Only Purchasing Third-party Ink Cartridges

Price Discount Needed to Switch to 3rd Party

Minimal Price Discount Needed to Switch from OEM to Third-party Toner

Minimal Price Discount Needed To Switch From OEM to Third-party Ink

Remanufactured vs. Newly Built Compatibles

Prior Awareness of Differences Between Third-party Toner Cartridge Types

Prior Awareness of Differences Between Third-party Ink Cartridge Types

Remanufactured vs. Newly Built Compatible

Most Commonly Purchased Third-party Toner Types

Most Commonly Purchased Third-party Ink Types

5.Products on the Internet

Reman vs Compatible on Amazon

Amazon Hits: Toner USA

Amazon Hits: Ink USA

6.Vendors of Third-Party Cartridges

Vendors of 3rd Party Cartridges

Import data Toner Third-party Shares

Import data Ink Third-party Shares

7.Summary