

# 2018 Japan POD Forecast

*Digital Production Printing, Print On Demand, and  
Color Digital Label & Package Printing Market Opportunities in Japan*

**Keypoint Intelligence**  
November, 2018



**KEYPOINT**  
INTELLIGENCE

| *InfoTrends*

# TOC

- 1 Objective
- 2 Research Methodology
- 3 Deliverables, and Price
- 4 Table of Contents: Japan POD Forecast Report
- 5 Contact

# Objectives

- ◆ **To estimate and forecast for the years 2017-2022 the Digital Production Printing market in Japan**
- ◆ **To identify and explain market trends in Japan for production level digital technology for printing industry**
- ◆ **To advise clients about key production digital printing markets in Japan and give insights to help clients compete effectively there**

# Research Methodology

## ◆ In-depth interview

### › 6-8 Printer Vendors / Dealers

- Digital production printer vendors, and dealers
- Placement by segments, installed bases, average hardware prices, Average Monthly Print Volumes (AMPV), run length, major applications, media by device type
- Sales strategy (target vertical, pricing, etc.)
- For B2 digital press vendors
  - Target market, PSPs' reasons to buy B2 digital, challenges to expand B2 digital market
  - AMPV, major applications, run length, print size, substrate, finishing
  - New applications developed by B2 digital, transferred applications from offset press
  - Reasons and challenges to transfer jobs from offset press to B2 digital
  - Support for developing B2 digital application

### › Desk Research

- Relevant research reports and forecasts from InfoTrends
- Existing market information including government and industry association data and published reports

# Deliverables

Clients will receive a combination of report, presentation material, and research data with text, charts and graphs addressing the findings of the study. Key features of analysis will include:

## 1. Japan Digital Printing Market Size and Forecast (2017-2022)

The 2017-2022 Market Forecasts for digital production printer includes 2017 placement, and 2017-2021 forecast, will quantify:

- Placements, Installed Base
- Equipment revenue, Average Selling Price
- AMPV, Annual Impression Volume
- Supply revenue, Service revenue
- Retail Value of Print

## Price

- ◆ **\$19,995 (w/o tax)**

# Table of Contents: Japan POD Forecast Report

- ◆ 1. Introduction.....3
  - › Research Objectives
  - › Research Methodology, Hardware Segment
- ◆ 2. Japan POD market Key Trends.....12
  - › 2014-2017 Placements
    - B&W, Color
    - By MFP/SFP
    - By Color Product Range
  - › 2018-2022 Forecast by Color Product Range
    - Color: Light, Mid, High & Heavy, Max
    - B&W: +91 ppm
  - › Retail Value of Print
  - › Hardware + Supply + Service Revenue
  - › Annual Impression
- ◆ 3. B&W and Spot Color: Cut-sheet....27
  - › Placement
  - › Forecast
    - Placement by Sub-speed Category
    - Annual Impression
- ◆ 4. B&W and Spot Color: Roll-fed.....38
  - › Placement by Sub-speed Category
  - › Forecast
    - Placement by Sub-speed Category
    - Annual Impression
- ◆ 5. Color.....44
  - › Placement by Color Product Range
  - › Placement by Speed Range
  - › Placement by Function (MFP/SFP)
  - › Average Monthly Print Volume by Color Product Range
  - › Average Installed Base by Color Product Range
  - › Placement, and Annual Impression by Technology
  - › Placement, and Annual Impression by Paper Size (High & Heavy)

# Table of Contents (2): Japan POD Forecast Report

- ◆ 6. 2016-2017 Vendor Share.....58
  - › Color: Cut-sheet
    - By MFP/SFP
    - By Color Product Range
  - › Color: Roll-fed
  - › B&W: Cut-sheet +91 ppm
  - › B&W: Roll-fed