

Monthly Confidential Report  
(Published at the end of each month)

Summary

# MONTHLY ELECTROPHOTOGRAPHY

- Comprehensive Research and Analysis of PPCs, Laser/LED Printers,  
Toner, Resin, Photoconductor, Rollers and Related Components of  
Electrophotography -

2024. 8



HUAWEI China (A4/Monochrome) X1 Series



Ricoh (A4/Color) RICOH P C375



Xerox (A3/Color)  
Xerox AltaLink C8200 Series



Muratec (A3/Monochrome) MFX-5209



Market Research of Japan, China, USA, and Europe  
**Data Supply Inc.**

Sample Page

Sample Page  
Excerpt from "Follow Up"

■ Follow Up ■  
F - Color MFP (A3) - Canon - 7

Canon's A3 color MFP (41-60ppm) sales are on the rise from 2022. Overseas sales of 50ppm and 60ppm devices have contributed to the increase.

Major Model	Speed (ppm)	Sales area	Shipment volume (unit)		
			'22	'23	'24 1Q
imageRUNNER ADVANCE C5550	50/60ppm (Mono/Col.)	Japan			
imageRUNNER ADVANCE DX C5750, C5850		Overseas			

<Product Overview>  
Canon's print engine developed as a compact 70ppm. This development is a competitor manufacturer specifications that are platforms. The scanner suite increased productivity equipped with double sheets, while an A4 10.1-inch color touch. Designed to reduce NETEYE, an internet remote management offices.

<Unit Sales>  
This class ranges high-end line, and expected to continue

Sample Page  
Excerpt from "Featured Article 2 - Financial Results"

**Featured Article 2 - Financial Results**

1. Overall  
Copier and printer manufacturers have announced their first-quarter financial results for April-June 2024 (which is the second quarter for Canon).

<Fiscal year ended April-June 2024/April-June 2023>  
Unit: 100 million yen

Maker		Apr.-June 2024	Apr.-June 2023	Changes	
Canon	Sales	11,678	10,209	1,469	14.4%

Canon
Ricoh
Fujifilm H
Konica Minolta
Kyocera
Sharp
Toshiba TEC
Brother Indust
OKI Electr
Seiko Eps

Sample Page  
Excerpt from "Featured Article 1 - Latest Trends in the Production Printing Market"

1. Production printer hardware shipment trends  
1-1. Shipment trends by monochrome and color devices (2011-2024)

1) Shipment volume  
Unit: thousand

Item	Year	2011	2012	2013	2014	2015	2016	2017
<b>Monochrome</b>								
	%							
<b>Color</b>								
	%							
<b>Total</b>								
	%							

  

Item	Year	2018	2019	2020	2021	2022	2023	2024 (Estimate)
<b>Monochrome</b>								
	%							
<b>Color</b>								
	%							
<b>Total</b>								
	%							

  

**In 2023, 66,100 production printers (PP) were shipped worldwide.** While this is a significant 115% increase over the prior year, it is still well below pre-pandemic levels at **91.3% compared to 2019 results.**

In terms of monochrome and color devices, **monochrome PP shipments were 17,500 units (101% vs. 2019) and color PP were 48,600 units (88.2% vs. 2019).** The latter was particularly sluggish. **In particular, a slow recovery in the European market** has led to sluggish growth in color PP shipments, and this trend is expected to continue through 2024.

Sample Page

Sample Page  
Excerpt from "Other News"

O - Layoff - Canon - 1

Local media have reported on Canon U.S.A. One is the late July Newsday report that Canon U.S.A. will lay off 100 to 150 employees (9-14% of the total workforce) at its Melville, N.Y., headquarters, and that Canon U.S.A. could lose some of the tax exemptions it receives from Suffolk County in the state. In February, Canon U.S.A. was granted a total of seven million dollars in tax breaks over the next 12 years by Suffolk's Industrial Development Agency (IDA) on the condition that Canon U.S.A. would not lay off any employees. According to the paper, Canon U.S.A. is planning to lay off 100 to 150 employees in the next few months.

The second news item is from Business News that Canon is launching a single marketing organization for North America, a sales and marketing organization on January 1, 2025. Canon is a subsidiary of Canon America and Océ Imaging. Canon has been steadily for the past 10 years, and documents from Canon America contain information that Canon America continues its efforts we could not find. The profitability is hurt by the fact that the ratio is smaller than that of other companies.



Sample Page  
Excerpt from "Other News"

Other News

O - Printer - HUAWEI - 1

In August, China's HUAWEI launched the X1 Series A4 monochrome MFPs. They include three models (Lenovo engines) with different speeds and network environments.

In November 2021, Huawei Technologies, one of the world's leading telecommunications equipment manufacturers, announced its entry into the laser printer market with two A4 monochrome MFPs, the PixLab X1 (1,899 yuan; 28ppm) and the PixLab B5 (2,199 yuan; 30ppm) as OEM models from Lenovo.

A new low-speed model: the X1 (30ppm). The basic model is for home study.



Model
Price
Printing speed
LAN connection

The engine is used to ensure... be promoted to... HUAWEI also to market them

Sample Page  
Excerpt from "Newly Released"  
(Office – North America)

**[North America]**  
<Office>  
N - Color MFP (A3) - Xerox - 1

Product Name	Xerox AltaLink C8200 series			
Price	N/A (previous series: \$10,389-\$39,210)			
Release Date	August 15, 2024			
Size	A3			
Speed	C8270: 70ppm in color and monochrome (A4) C8255: 55ppm in color and monochrome (A4) C8245: 45ppm in color and monochrome (A4) C8235: 35ppm in color and monochrome (A4) C8230: 30ppm in color and monochrome (A4)			
Function (*is optional)	Copy	Printer	FAX	Scanner
	<input type="checkbox"/>	<input type="checkbox"/>	*	<input type="checkbox"/>
Target Sales Volume (Worldwide)	100,000 units/year (estimated by Data Supply Inc.)			



Xerox AltaLink C8200 series

**[Positioning]**

<input type="checkbox"/>	New	The Xerox AltaLink C8200 Series A3 color MFP is the successor to the C8100 Series, which was launched in July 2020. It uses AI-based technology to securely automate repetitive and complex tasks. The print engine is provided by FUJIFILM Business Innovation ("FBI") and the basic functions are the same as its predecessor. However, it uses Xerox's low melting-point "HD Super Fine EA Toner plus" (except for the particle size, the toner is believed to have almost the same physical properties as FBI's Super EA-Eco toner).
<input type="checkbox"/>	Successor	
<input type="checkbox"/>	Other	
<input type="checkbox"/>	Supplied as OEM	

**[Sales Target]**

Target	Mainly for large businesses in North America and Europe.
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**[Product Lineup and Competitors]**

Model	Release Date (Yr./Mo.)	Price	Speed (ppm)	*is optional.				
				Copy	Printer	FAX	Scanner	
AltaLink C8270	24.8	\$39,210 (previous model)	C70/M70	<input type="checkbox"/>	<input type="checkbox"/>	*	<input type="checkbox"/>	
Competing Model	"iR-ADV DX C7070" (Canon)	20.6	\$39,000	C65/M70	<input type="checkbox"/>	<input type="checkbox"/>	*	<input type="checkbox"/>
	"RICOH IM C7010" (Ricoh)	24.4	n/a	C70/M70	<input type="checkbox"/>	<input type="checkbox"/>	*	<input type="checkbox"/>
	"bizhub C751i" (Konica Minolta)	24.6	\$44,892	C70/M75	<input type="checkbox"/>	<input type="checkbox"/>	*	<input type="checkbox"/>
	"TASKalfa 7354ci" (Kyocera DS)	21.9	\$29,753	C70/M70	<input type="checkbox"/>	<input type="checkbox"/>	*	<input type="checkbox"/>
	"BP-90C70" (Sharp)	23.10	\$48,630	C70/M70	<input type="checkbox"/>	<input type="checkbox"/>	*	<input type="checkbox"/>
	"e-STUDIO6527AC" (Toshiba TEC)	23.3	\$46,319	C65/M75	<input type="checkbox"/>	<input type="checkbox"/>	*	<input type="checkbox"/>



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 August 2024
 

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