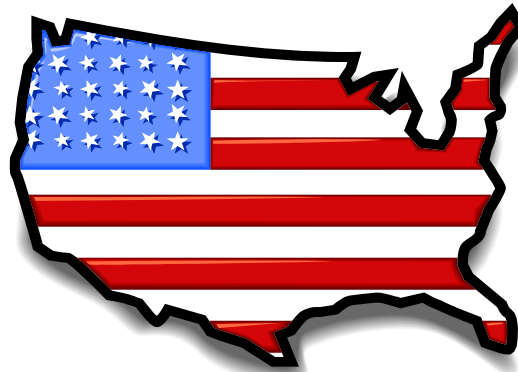


# 2010 U.S. Market Share Copier / Printer / Fax



**Source:** Gartner, Inc.

Quarterly Statistics : Printers, Copiers and MFP s, United States, 4Q10 Update. February 16, 2011.

**Canon U.S.A.  
Imaging Systems Group**

# Canon 2010 Market Share Highlights

## Canon maintains its Leadership Position!

- **#1 in Total Copier Market**  
(Monochrome and Color)
  - Canon Captures Overall Brand Leader Ranking for past Thirteen Years in a row.
  
- **#1 in Total Monochrome Copier Market**
  - The 28<sup>th</sup> time in the last 29 years

*Technology*

*Leadership*

*Innovation*

*Service*

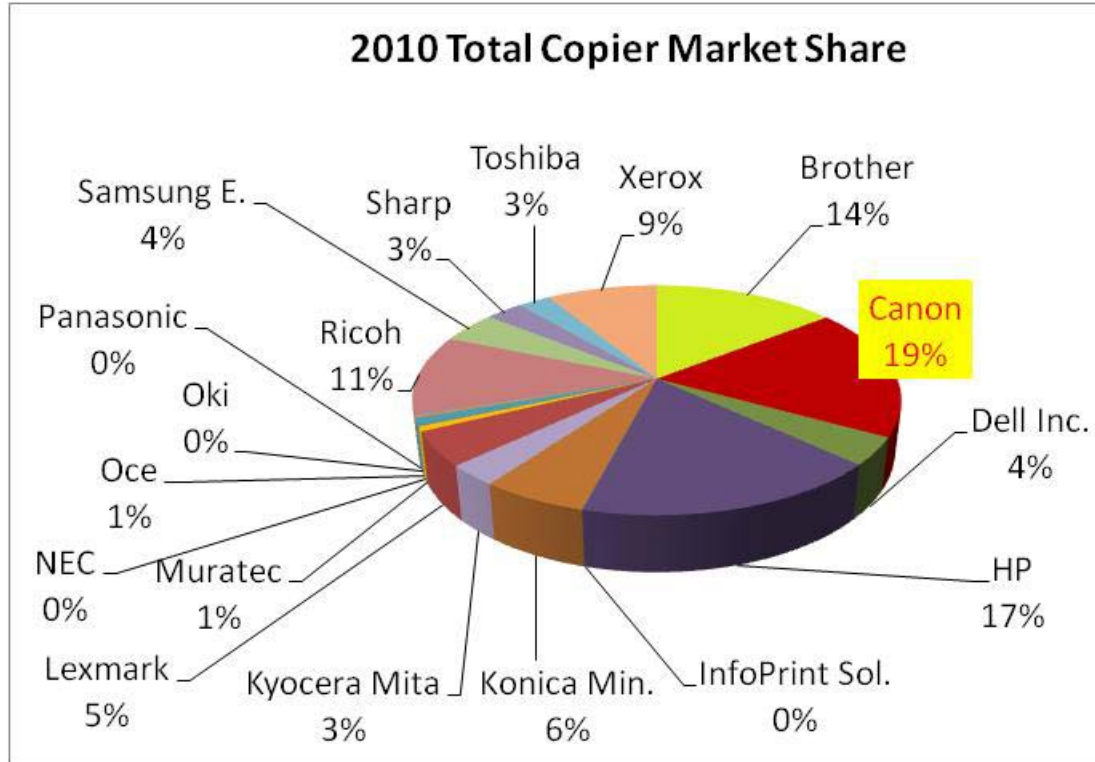
*Support*

# **Total Copier Market Share (BW & Color)**

# 2010 Total Copier Market Share (BW & Color)

## Market Share by Vendor

(includes retail and general office market – all segments)



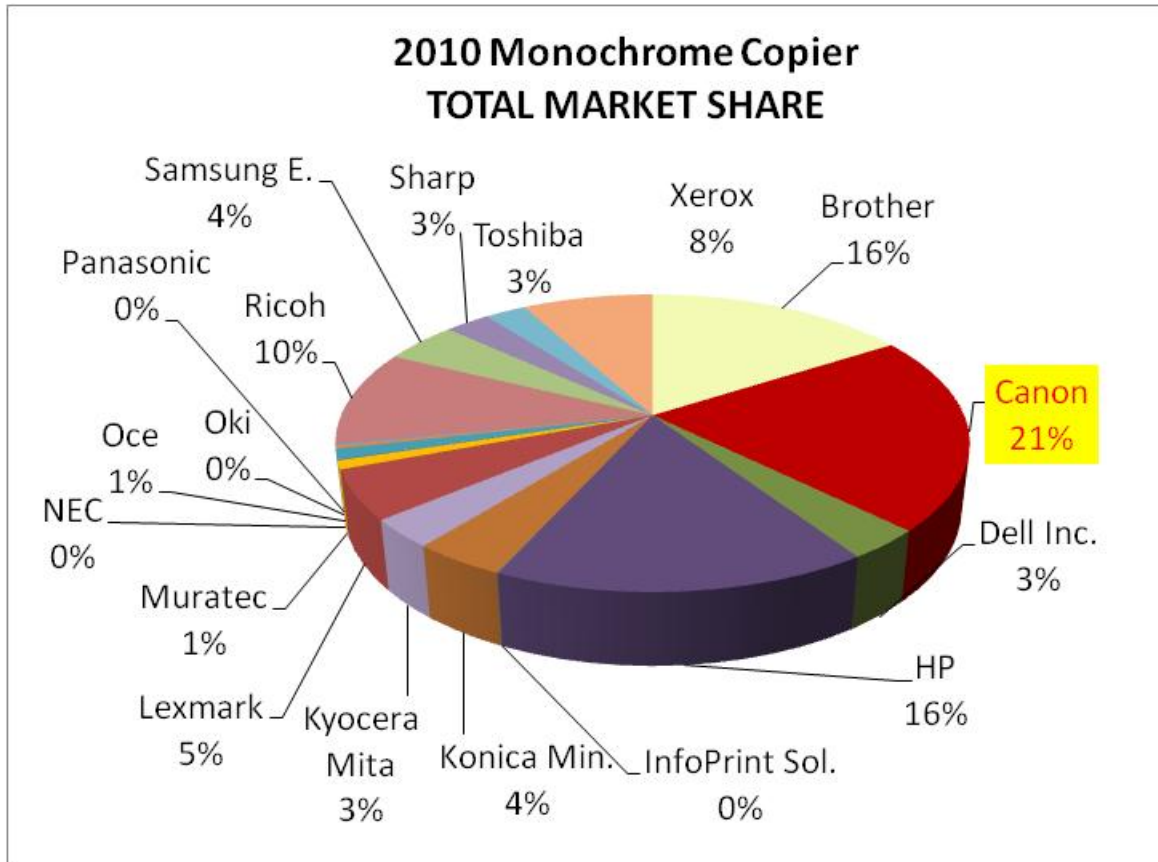
Shipments		
Vendor	TOTAL	%
Brother	325,544	14.4%
<b>Canon</b>	<b>419,255</b>	<b>18.6%</b>
Dell Inc.	87,264	3.9%
HP	388,475	17.2%
InfoPrint Sol.	727	0.0%
Konica Min.	134,440	6.0%
Kyocera Mita	66,152	2.9%
Lexmark	108,451	4.8%
Muratec	15,798	0.7%
NEC	1,967	0.1%
Oce	22,676	1.0%
Oki	7,430	0.3%
Panasonic	4,432	0.2%
Ricoh	252,214	11.2%
Samsung E.	100,227	4.4%
Sharp	66,057	2.9%
Toshiba	58,492	2.6%
Xerox	197,487	8.7%
<b>Total</b>	<b>2,257,088</b>	<b>100%</b>
% change Prev Q	4%	
% change Prev Yr	14%	

# **Total Copier Market Share Monochrome**

# 2010 Total Monochrome Copier Market Share

## Market Share by Vendor

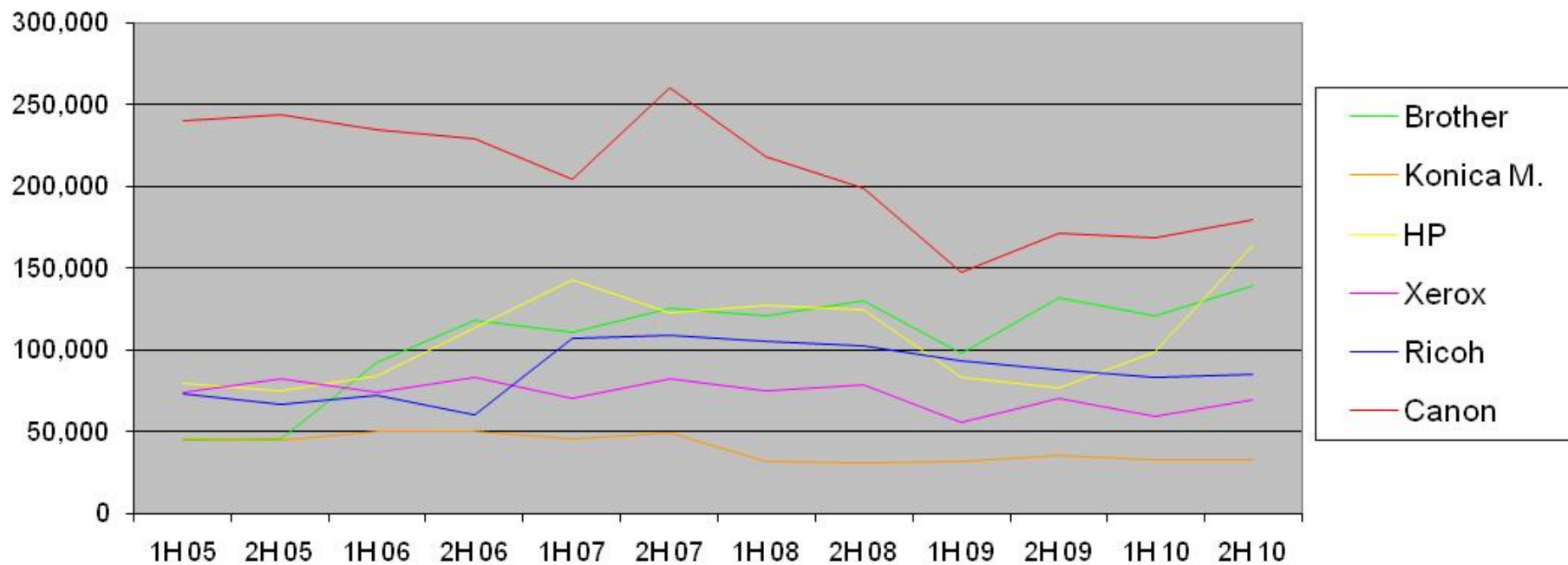
(includes retail and general office market – all segments)



Shipments		
Vendor	TOTAL	%
Brother	259,774	16.0%
<b>Canon</b>	<b>347,985</b>	<b>21.4%</b>
Dell Inc.	53,593	3.3%
HP	262,767	16.1%
InfoPrint Sol.	488	0.0%
Konica Min.	65,485	4.0%
Kyocera Mita	50,343	3.1%
Lexmark	87,392	5.4%
Muratec	15,095	0.9%
NEC	1,321	0.1%
Oce	18,631	1.1%
Oki	4,876	0.3%
Panasonic	3,406	0.2%
Ricoh	168,533	10.4%
Samsung E.	73,063	4.5%
Sharp	44,669	2.7%
Toshiba	40,896	2.5%
Xerox	129,846	8.0%
<b>Total</b>	<b>1,628,163</b>	<b>100%</b>
% change Prev Q	1%	
% change Prev Yr	14%	

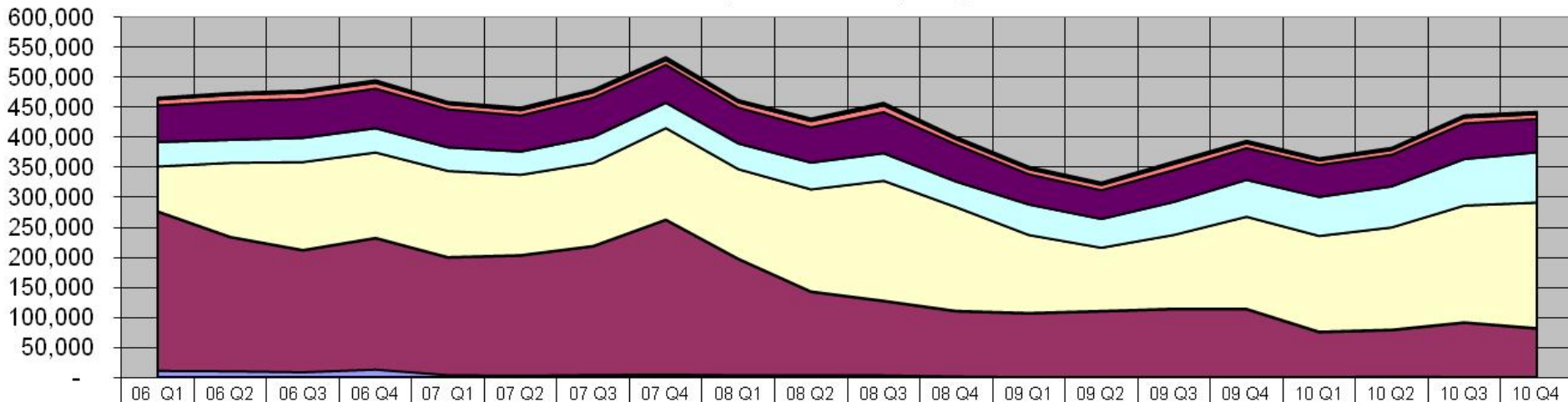
# 2010 Total Monochrome Copier Market Share

Monochrome Copier Market  
Top 6 Vendors by Half Year (2005-2010)



# 2010 Total Monochrome Copier Market Share

Monochrome Copier Market by Segment 2006 - 2010



	06 Q1	06 Q2	06 Q3	06 Q4	07 Q1	07 Q2	07 Q3	07 Q4	08 Q1	08 Q2	08 Q3	08 Q4	09 Q1	09 Q2	09 Q3	09 Q4	10 Q1	10 Q2	10 Q3	10 Q4
91+ ppm	2,908	3,223	3,606	4,174	3,320	4,179	4,341	4,916	3,494	3,895	4,316	3,469	3,084	2,773	3,193	3,308	2,680	2,836	3,525	3,505
70-90 ppm	10,176	10,733	10,833	10,299	8,917	8,960	9,315	8,800	9,354	10,670	11,326	8,686	8,439	8,591	9,880	8,314	7,692	7,961	9,703	8,510
41-69 ppm	61,482	64,909	65,255	66,316	63,871	60,502	65,767	63,624	60,042	59,143	68,880	62,155	50,750	48,331	53,554	53,388	53,590	53,223	59,866	55,720
31-40 ppm	40,851	38,476	40,439	40,550	39,474	38,879	43,541	42,213	42,919	44,775	46,089	42,817	51,120	48,252	55,255	61,648	65,216	68,517	77,642	83,810
21-30 ppm	74,893	123,461	146,648	142,382	143,739	133,963	138,403	152,605	149,287	170,188	199,927	172,927	130,114	105,444	123,153	153,660	159,739	170,533	194,626	209,428
11-20 ppm	264,381	222,587	202,333	218,234	195,291	199,588	213,559	256,827	192,782	138,612	123,158	108,065	105,850	109,162	112,736	112,512	74,341	77,213	88,855	79,987
0-10 ppm	12,217	11,522	9,924	14,221	5,007	4,123	5,451	5,997	4,935	4614	4662	2825	1,596	1705	1834	1722	1,870	2407	2040	2128

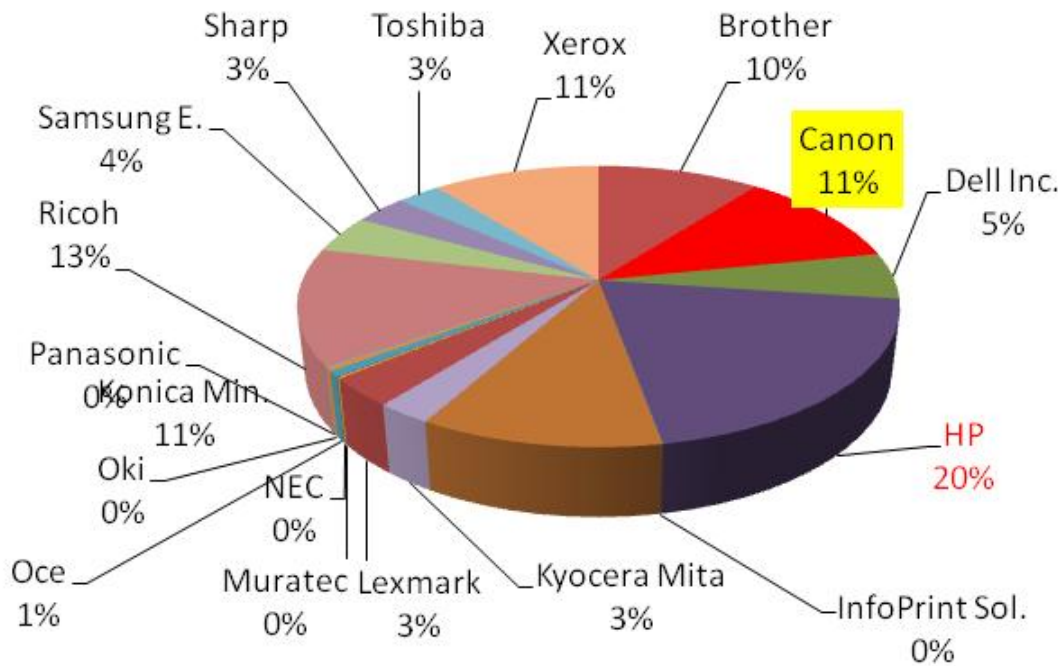
# **Total Copier Market Share Color**

# 2010 Total Color Copier Market Share

## Market Share by Vendor

(includes retail and general office market – all segments)

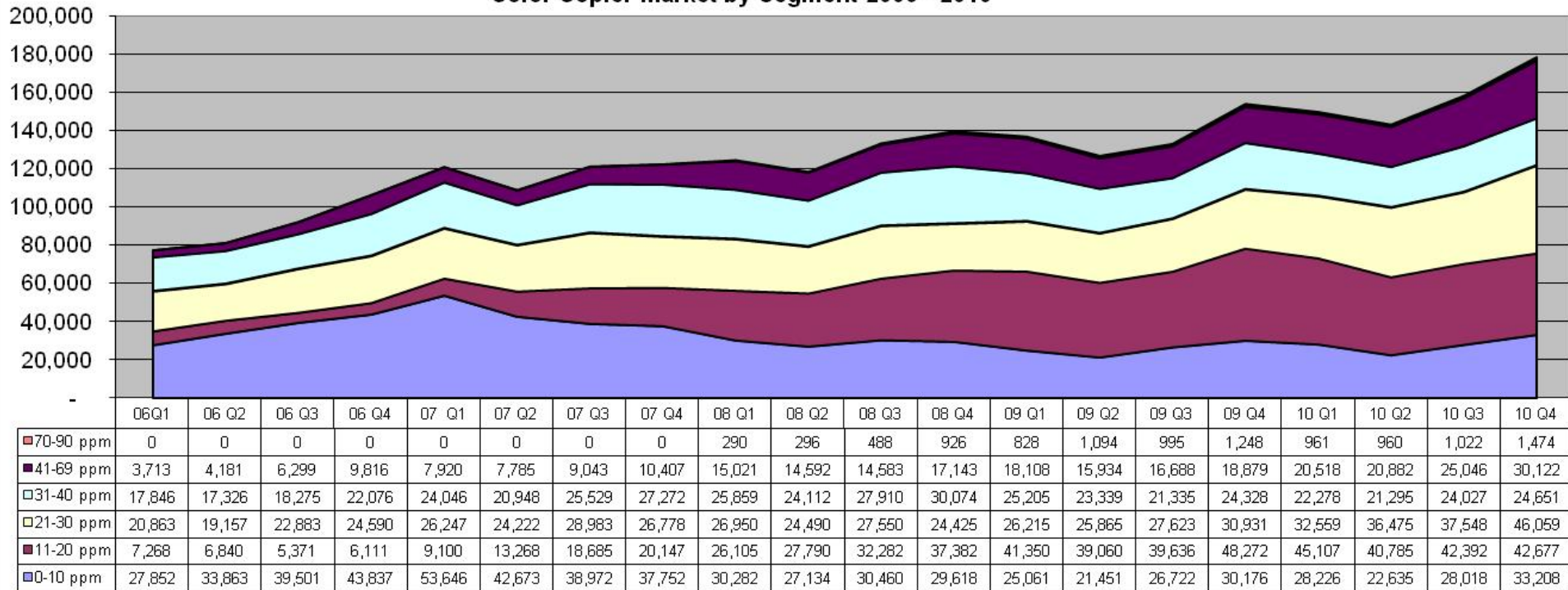
2010 Color Copier Total Market Share



Vendor	TOTAL	%
Brother	65,770	10.5%
<b>Canon</b>	<b>71,270</b>	<b>11.3%</b>
Dell Inc.	33,671	5.4%
HP	<b>125,708</b>	<b>20.0%</b>
InfoPrint Sol.	239	0.0%
Konica Min.	68,955	11.0%
Kyocera Mita	15,809	2.5%
Lexmark	21,059	3.3%
Muratec	703	0.1%
NEC	646	0.1%
Oce	4,045	0.6%
Oki	2,554	0.4%
Panasonic	1,026	0.2%
Ricoh	83,681	13.3%
Samsung E.	27,164	4.3%
Sharp	21,388	3.4%
Toshiba	17,596	2.8%
Xerox	67,641	10.8%
<b>Total</b>	<b>628,925</b>	<b>100%</b>
% change Prev Q	13%	
% change Prev Yr	14%	

# 2010 Total Color Copier Market Share

Color Copier Market by Segment 2006 - 2010

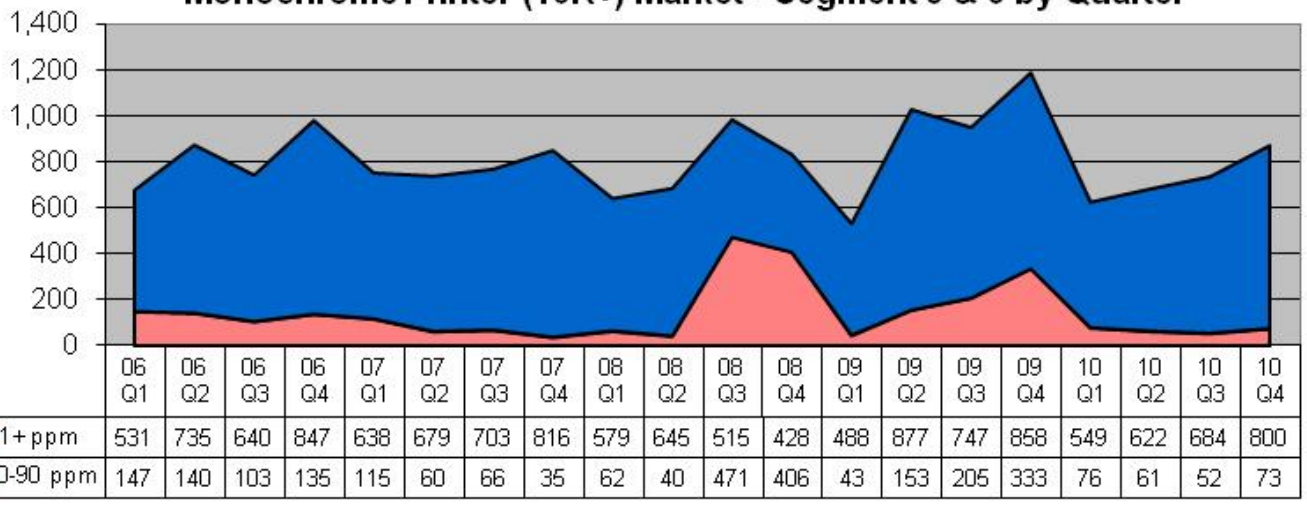


# **Printer Market Share Monochrome**

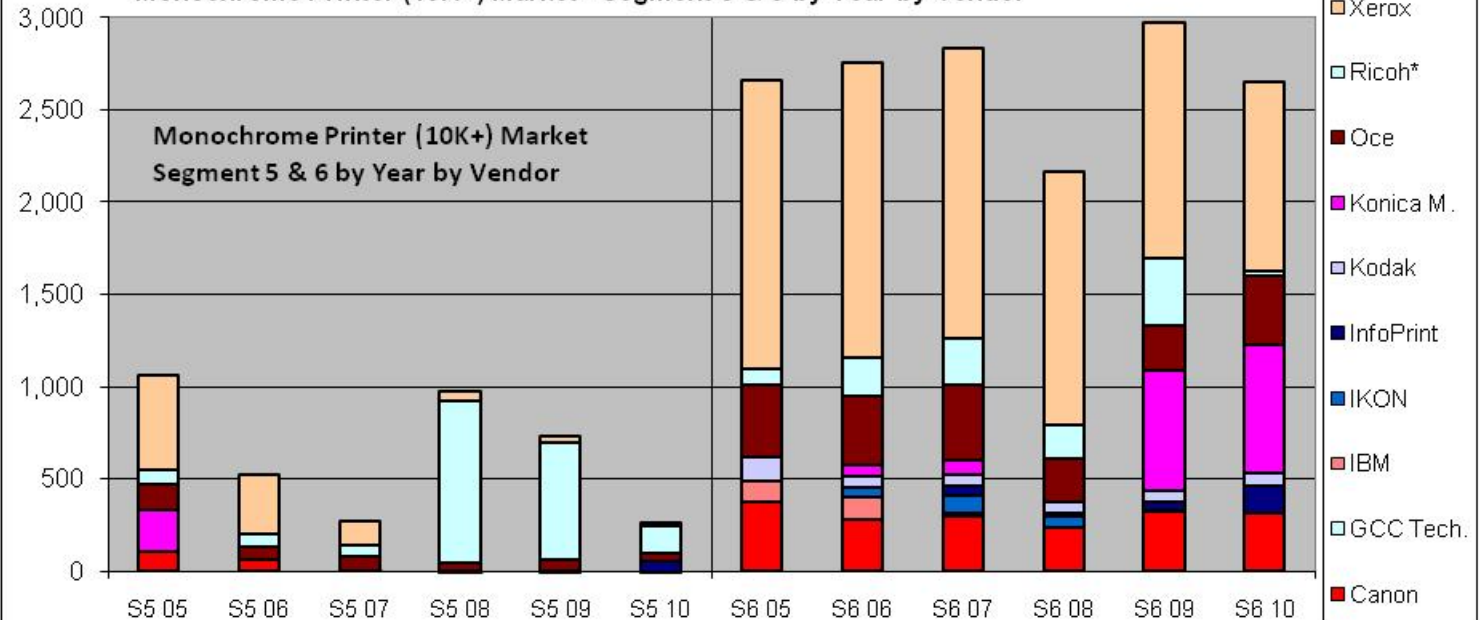
# 2010 Monochrome Printer Market Share

## Segments 5 & 6

Monochrome Printer (10K+) Market - Segment 5 & 6 by Quarter



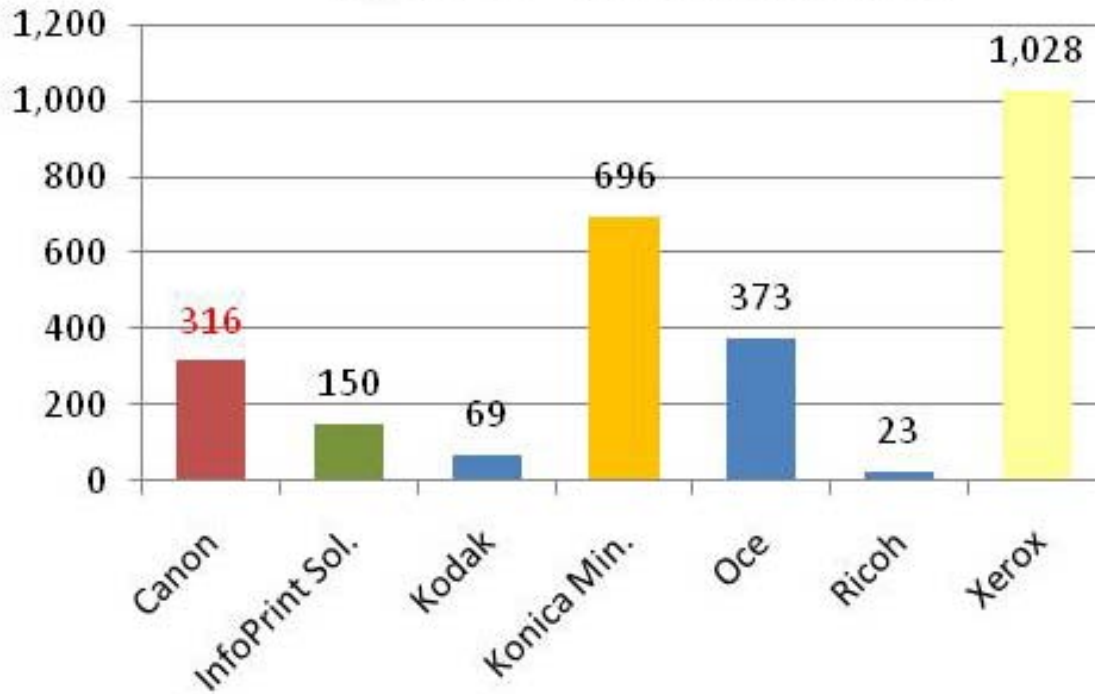
Monochrome Printer (10K+) Market - Segment 5 & 6 by Year by Vendor



# 2010 Monochrome Production Printer Market Share Segment 6 (91+ ppm) 10K+ Price Band

## Market Share by Vendor

2010 Monochrome Printer (\$10K+)  
Segment 6 - Total Market Share

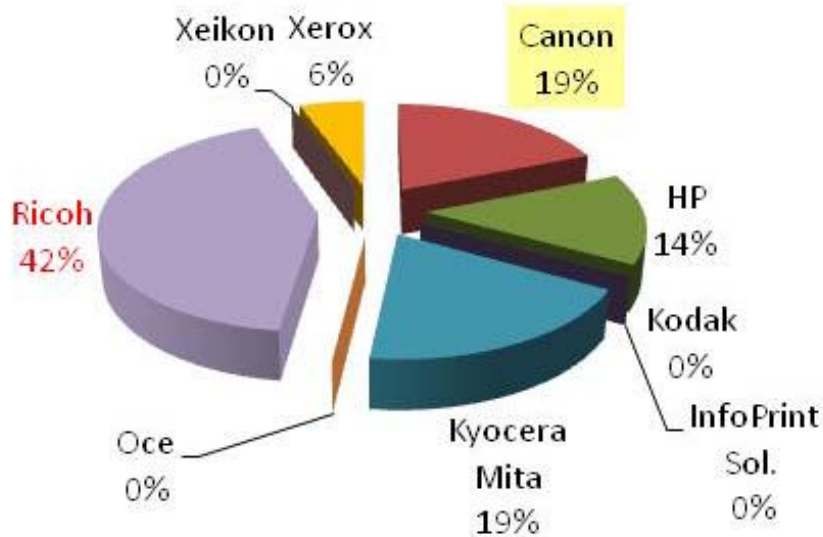


Canon + Oce: 25.9%

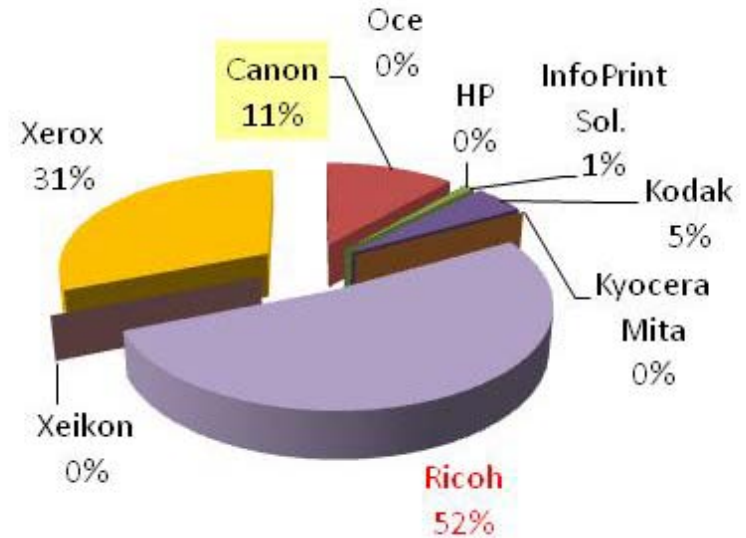
# Printer Market Share Color

# 2010 Color Printer Market Share \$5K+ Segments 4 - 6

2010 Color Printer (\$5K+)  
Segment 4 - Total Market Share



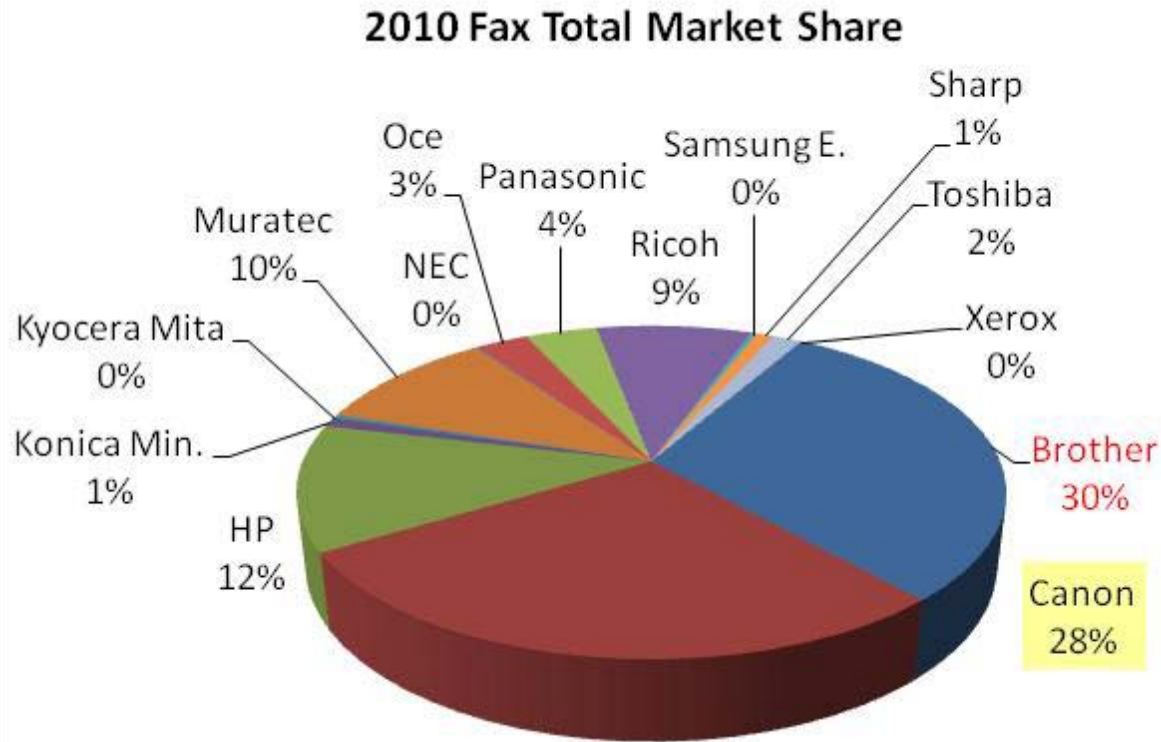
2010 Color Printer (\$5K+)  
Segment 5 - Total Market Share



Oce: 14% Market Share in Segment 6

# Fax Market Share

# 2010 Total Fax Market Share



Canon + Océ: 30.8%

**Thank you**