

Save Up to 70% with HP Instant Ink¹

Objective

In July 2020, Keypoint Intelligence was contracted by HP to conduct a study to determine if HP Instant Ink, can save users up to 70% on ink in the following 28 countries: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Spain, Slovakia, Sweden, Switzerland, and the United Kingdom¹.

The research team at Keypoint Intelligence evaluated the cost per page (CPP) of the Instant Ink program against the CPP of comparable in-class color inkjet printers and MFPs to determine if the service offered savings¹. Based on publicly available information, Keypoint Intelligence analysts found the majority of comparable devices to have higher CPPs, proving the HP Instant Ink Service can offer up to 70% savings¹ in these countries.

¹Based on monthly subscription cost of HP Instant Ink 700-page plans without purchase of additional sets of pages compared to cost per page to print ISO/IEC 24711 pages on most in-class, traditional A4 colour inkjet cartridge printers & MFPs using original standard capacity cartridges priced for: majority of EMEA countries <200 Euro; UK <200 GBP. Sale prices not considered for this study. HP Ink Advantage printers excluded due to non-standard hardware & supplies model. Buyers Lab July 2020 study commissioned by HP, based on publicly available information as of June 1, 2020. Printers selected by market share in IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2020Q1. For details: www.keypointintelligence.com/HPInstantInkROW

Background

The HP Instant Ink program allows users to pick a subscription plan based on how many pages they print per month and not on the amount of ink used. Customers can choose from options ranging from 15- to 700- pages a month. When the ink starts to get low the printer alerts HP, triggering an automatic delivery of HP Original Ink. Customers do not need to hesitate about printing in color, as both black and color ink are covered in the subscription, nor does it matter how much ink is printed on each page. Users help to eliminate waste, as unnecessary cartridges are not ordered. Further, shipping and recycling are included, ensuring cartridges can be reused and repurposed instead of becoming landfill. Lastly, the plan can be modified or cancelled at any time, so customers have the flexibility to change if they are going to print more or less in the future.

Methodology and Findings

Keypoint Intelligence examined the price of black and color standard-yield cartridges for in-class color inkjet printers and MFPs that make up 80% of the market share, based on IDC data specific to the region. Analysts then reviewed OEM publications to identify the correct ink cartridge for the device. The associated yield and pricing data were taken from the geographically appropriate OEM website or, if not available, from a local reseller. Sale prices were not considered. All prices were noted in local currency.

Keypoint Intelligence calculated CPP per cartridge by dividing the local MSRP of the individual cartridge by the supply yield. The individual cartridge CPP amounts were totaled to create an overall CPP. Actual CPP for competitive cartridges may vary by number of pages printed and content of pages printed. On the high end, the HP Instant Ink service can save up to 98.7% on the CPP in Sweden. The lowest percentage of savings was for the Czech Republic, but was still an impressive 79%. When comparing CPP, the HP Instant Ink service can certainly offer up to 70% savings, and often exceeds that number. While every effort was made to include the most accurate and complete information for devices and cartridges, this pricing reflects current market data as of June 2020 and is subject to change in other regions or at a later date.

¹Based on monthly subscription cost of HP Instant Ink 700-page plans without purchase of additional sets of pages compared to cost per page to print ISO/IEC 24711 pages on most in-class, traditional A4 colour inkjet cartridge printers & MFPs using original standard capacity cartridges priced for: majority of EMEA countries <200 Euro; UK <200 GBP. Sale prices not considered for this study. HP Ink Advantage printers excluded due to non-standard hardware & supplies model. Buyers Lab July 2020 study commissioned by HP, based on publicly available information as of June 1, 2020. Printers selected by market share in IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2020Q1. For details: www.keypointintelligence.com/HPInstantInkROW

Supporting Data Tables

HP Instant Ink Local Pricing

HP Instant Ink 700-Page Plan	Total Cost per Page (Local Currency)
Austria	€ 0.036
Belgium	€ 0.036
Bulgaria	0.077 лв.
Croatia	0.314 kn
Czech Republic	1.099 Kč
Denmark	0.356 kr.
Estonia	€ 0.036
Finland	€ 0.036
France	€ 0.036
Germany	€ 0.036
Greece	€ 0.036
Hungary	15.713 Ft
Ireland	€ 0.036
Israel	0.147 ₪
Italy	€ 0.036

HP Instant Ink 700-Page Plan	Total Cost per Page (Local Currency)
Latvia	€ 0.036
Lithuania	€ 0.036
Luxembourg	€ 0.036
Netherlands	€ 0.036
Norway	0.356 kr
Poland	0.186 zł
Portugal	€ 0.036
Romania	0.194 lei
Spain	€ 0.036
Slovakia	€ 0.036
Sweden	0.036 kr
Switzerland	0.041 CHF
United Kingdom	£ 0.032

Country CPP Charts

Austria

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.230
Brother DCP-J572DW	€ 0.210
Brother MFC-J491DW	€ 0.210
CANON PIXMA TS3350	€ 0.228
CANON PIXMA TS5150	€ 0.255
CANON PIXMA TS5350	€ 0.222
CANON PIXMA TS6350	€ 0.244
Epson Expression Home XP-2100	€ 0.278
Epson Expression Home XP-2105	€ 0.278
Epson Expression Home XP-3100	€ 0.278
Epson Expression Premium XP-7100	€ 0.263
Epson WorkForce WF-2830DWF	€ 0.278
HP DeskJet 2620	€ 0.258
HP DeskJet 2630	€ 0.258
HP ENVY 5010	€ 0.258
HP ENVY 5020	€ 0.258
HP ENVY 5030	€ 0.258

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.230
HP ENVY 5032	€ 0.258
HP ENVY Photo 6230	€ 0.215
HP OfficeJet 3831	€ 0.205
HP OfficeJet 5230	€ 0.205
HP OfficeJet 8012	€ 0.159
HP OfficeJet 8015	€ 0.159
HP OfficeJet Pro 8023	€ 0.159
HP OfficeJet Pro 9010	€ 0.122

Belgium

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.236
Brother DCP-J572DW	€ 0.218
Epson Expression Home XP-2100	€ 0.293
Epson Expression Home XP-4105	€ 0.293
HP DeskJet 2620	€ 0.256
HP DeskJet 2630	€ 0.256
HP DeskJet 2632	€ 0.256
HP DeskJet 2633	€ 0.256
HP DeskJet 3639	€ 0.295
HP DeskJet 3720	€ 0.256
HP DeskJet 3730	€ 0.256
HP ENVY 5020	€ 0.256
HP ENVY 5030	€ 0.256
HP ENVY 5032	€ 0.256
HP ENVY Photo 6230	€ 0.144
HP ENVY Photo 6232	€ 0.144
HP ENVY Photo 7830	€ 0.257
HP OfficeJet 3831	€ 0.295
HP OfficeJet 5220	€ 0.295
HP OfficeJet 5230	€ 0.295
HP OfficeJet 5232	€ 0.295
HP OfficeJet 6950	€ 0.142
HP OfficeJet 8013	€ 0.140
HP OfficeJet Pro 8023	€ 0.140
HP OfficeJet Pro 9010	€ 0.136

Bulgaria

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	0.077 лв
Average Competitor Cost	0.512 лв
CANON PIXMA MG2550S	0.512 лв
CANON PIXMA TS3350	0.367 лв
CANON PIXMA TS5150	0.440 лв
CANON PIXMA TS5350	0.422 лв
HP DeskJet 2130	1.014 лв
HP OfficeJet 6950	0.462 лв

Croatia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	0.314 kn
Average Competitor Cost	1.648 kn
CANON PIXMA MG2550S	1.543 kn
CANON PIXMA TR7550	1.955 kn
CANON PIXMA TS3355	1.543 kn
CANON PIXMA TS5050	1.405 kn
HP DeskJet 2130	1.553 kn
HP DeskJet 2620	2.182 kn
HP DeskJet 2630	2.182 kn
HP OfficeJet 6950	1.211 kn
HP OfficeJet Pro 8023	1.255 kn

Czech Republic

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	1.099 Kč
Average Competitor Cost	5.320 Kč
CANON PIXMA MG2550S	4.878 Kč
CANON PIXMA MG2555S	4.878 Kč
CANON PIXMA MG3650S	5.600 Kč
CANON PIXMA MG5750	5.121 Kč
CANON PIXMA TR4550	4.878 Kč
CANON PIXMA TS205	4.878 Kč
CANON PIXMA TS3150	4.878 Kč
CANON PIXMA TS3350	4.878 Kč

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	1.099 Kč
Average Competitor Cost	5.320 Kč
CANON PIXMA TS3355	4.878 Kč
CANON PIXMA TS5050	4.887 Kč
CANON PIXMA TS5350	5.811 Kč
CANON PIXMA TS6250	5.487 Kč
CANON PIXMA TS705	5.487 Kč
Epson Expression Home XP-3100	7.149 Kč
HP DeskJet 2620	6.362 Kč
HP DeskJet 2630	6.362 Kč
HP DeskJet 2632	6.362 Kč
HP OfficeJet 8013	4.154 Kč
HP OfficeJet Pro 8023	4.154 Kč

Denmark

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	0.356 kr.
Average Competitor Cost	2.278 kr.
Brother DCP-J572DW	1.981 kr.
CANON PIXMA MG2550S	1.833 kr.
CANON PIXMA MG3650S	2.000 kr.
CANON PIXMA TR4550	1.833 kr.
CANON PIXMA TR8550	2.151 kr.
CANON PIXMA TS3150	1.833 kr.
CANON PIXMA TS3350	1.833 kr.
CANON PIXMA TS5050	1.523 kr.
CANON PIXMA TS5055	1.523 kr.
CANON PIXMA TS6250	2.151 kr.
CANON PIXMA TS6350	2.541 kr.
CANON PIXMA TS705	2.151 kr.
CANON PIXMA TS8250	2.541 kr.
CANON PIXMA TS8350	2.541 kr.
Epson Expression Home XP-2105	2.161 kr.
Epson Expression Home XP-3105	2.161 kr.
HP DeskJet 2620	3.158 kr.
HP DeskJet 2630	3.158 kr.
HP DeskJet 2632	3.158 kr.
HP DeskJet 2633	3.158 kr.

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	0.356 kr.
Average Competitor Cost	2.278 kr.
HP DeskJet 3636	3.158 kr.
HP ENVY 5030	3.158 kr.
HP ENVY Photo 6230	2.396 kr.
HP OfficeJet 3830	2.097 kr.
HP OfficeJet 3833	2.097 kr.
HP OfficeJet 5230	2.097 kr.
HP OfficeJet Pro 8023	1.886 kr.
HP OfficeJet Pro 9010	1.505 kr.

Estonia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.314
Brother DCP-J572DW	€ 0.220
HP DeskJet 2620	€ 0.403
HP DeskJet 2630	€ 0.403
HP DeskJet 2632	€ 0.403
HP DeskJet 2710	€ 0.225
CANON PIXMA TS3150	€ 0.228

Finland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.243
CANON PIXMA MG2550S	€ 0.232
CANON PIXMA MG3650S	€ 0.266
CANON PIXMA TS3150	€ 0.232
CANON PIXMA TS3350	€ 0.232
CANON PIXMA TS3355	€ 0.232
CANON PIXMA TS5050	€ 0.203
Epson Expression Home XP-2105	€ 0.287
Epson Expression Home XP-3100	€ 0.287

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.243
Epson WorkForce WF-2850DWF	€ 0.287
HP DeskJet 2620	€ 0.258
HP DeskJet 2630	€ 0.258
HP DeskJet 2710	€ 0.224
HP ENVY 5020	€ 0.258
HP ENVY 5030	€ 0.258
HP ENVY 5032	€ 0.258
HP ENVY Photo 6230	€ 0.202
HP OfficeJet Pro 9010	€ 0.151

France

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.243
CANON PIXMA MG2555S	€ 0.228
CANON PIXMA MG3650S	€ 0.255
CANON PIXMA MG5750	€ 0.197
CANON PIXMA MX475	€ 0.255
CANON PIXMA TR4550	€ 0.228
CANON PIXMA TS3150	€ 0.228
CANON PIXMA TS3350	€ 0.228
CANON PIXMA TS3355	€ 0.228
CANON PIXMA TS5050	€ 0.197
CANON PIXMA TS5055	€ 0.197
CANON PIXMA TS5150	€ 0.255
CANON PIXMA TS5350	€ 0.222
CANON PIXMA TS6250	€ 0.280
CANON PIXMA TS6350	€ 0.332
CANON PIXMA TS8250	€ 0.332
Epson Expression Home XP-2100	€ 0.278
Epson Expression Home XP-2105	€ 0.278
Epson Expression Home XP-3100	€ 0.278
Epson Expression Home XP-3105	€ 0.278
Epson Expression Home XP-4100	€ 0.278
Epson Expression Home XP-4105	€ 0.278

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.243
Epson Expression Premium XP-6100	€ 0.224
Epson Expression Premium XP-6105	€ 0.224
Epson WorkForce WF-2810DWF	€ 0.278
HP DeskJet 2620	€ 0.256
HP DeskJet 2630	€ 0.256
HP DeskJet 3639	€ 0.228
HP ENVY 5020	€ 0.256
HP ENVY 5030	€ 0.256
HP ENVY 5032	€ 0.256
HP ENVY Photo 6230	€ 0.240
HP ENVY Photo 6232	€ 0.240
HP ENVY Photo 6234	€ 0.240
HP OfficeJet 3831	€ 0.228
HP OfficeJet 5230	€ 0.165
HP OfficeJet Pro 8023	€ 0.165
HP OfficeJet Pro 9010	€ 0.141

Germany

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	0.036
Average Competitor Cost	0.238
Brother DCP-J572DW	0.210
Brother MFC-J491DW	0.210
Brother MFC-J497DW	0.210
CANON PIXMA MG3650S	0.250
CANON PIXMA TR4550	0.222
CANON PIXMA TR8550	0.237
CANON PIXMA TS3150	0.222
CANON PIXMA TS3350	0.222
CANON PIXMA TS5050	0.191
CANON PIXMA TS5055	0.191
CANON PIXMA TS5150	0.250
CANON PIXMA TS5350	0.222
CANON PIXMA TS6250	0.237

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	0.036
Average Competitor Cost	0.238
CANON PIXMA TS6350	0.237
CANON PIXMA TS705	0.237
Epson Expression Home XP-2100	0.278
Epson Expression Home XP-2105	0.278
Epson Expression Home XP-3100	0.278
Epson Expression Home XP-3105	0.278
Epson Expression Home XP-4100	0.278
Epson Expression Premium XP-7100	0.241
Epson WorkForce WF-2830DWF	0.278
Epson WorkForce WF-2860DWF	0.240
HP DeskJet 2620	0.275
HP DeskJet 2630	0.275
HP DeskJet 2710	0.310
HP ENVY 5020	0.275
HP ENVY 5030	0.275
HP ENVY 5032	0.275
HP OfficeJet 200 Mobile Printer	0.251
HP OfficeJet 3830	0.228
HP OfficeJet 3831	0.228
HP OfficeJet 5220	0.228
HP OfficeJet 5230	0.228
HP OfficeJet 5232	0.228
HP OfficeJet 6950	0.174
HP OfficeJet Pro 8023	0.165
HP OfficeJet Pro 9010	0.136

Greece

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.250
CANON PIXMA MX475	€ 0.227
CANON PIXMA TR4550	€ 0.199
CANON PIXMA TS3150	€ 0.199
CANON PIXMA TS5050	€ 0.208
CANON PIXMA TS5350	€ 0.189

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.250
Epson WorkForce Pro WF-3720DWF	€ 0.258
HP DeskJet 2130	€ 0.292
HP DeskJet 2132	€ 0.292
HP DeskJet 2620	€ 0.354
HP DeskJet 2630	€ 0.354
HP OfficeJet 6950	€ 0.256
HP OfficeJet Pro 8023	€ 0.254
HP OfficeJet Pro 9010	€ 0.172

Hungary

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	15.730 Ft
Average Competitor Cost	82.956 Ft
CANON PIXMA MG2550S	81.000 Ft
CANON PIXMA MG2555S	81.000 Ft
CANON PIXMA MG3650S	80.444 Ft
CANON PIXMA MG5750	76.293 Ft
CANON PIXMA TR4550	81.000 Ft
CANON PIXMA TS205	81.000 Ft
CANON PIXMA TS3150	81.000 Ft
CANON PIXMA TS3350	81.000 Ft
CANON PIXMA TS3355	81.000 Ft
CANON PIXMA TS5050	76.293 Ft
CANON PIXMA TS5350	108.778 Ft
CANON PIXMA TS6250	90.830 Ft
CANON PIXMA TS705	90.830 Ft
Epson Expression Home XP-3100	95.549 Ft
HP DeskJet 2620	89.650 Ft
HP DeskJet 2630	89.650 Ft
HP DeskJet 2632	89.650 Ft
HP OfficeJet 8013	60.595 Ft
HP OfficeJet Pro 8023	60.595 Ft

Ireland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.256
CANON PIXMA MG2550S	€ 0.233
CANON PIXMA MG3050	€ 0.233
CANON PIXMA MG3650S	€ 0.261
CANON PIXMA MG5750	€ 0.199
CANON PIXMA MX475	€ 0.261
CANON PIXMA TR4550	€ 0.233
CANON PIXMA TS3150	€ 0.233
CANON PIXMA TS3350	€ 0.233
CANON PIXMA TS5050	€ 0.199
CANON PIXMA TS5051	€ 0.199
CANON PIXMA TS5151	€ 0.261
CANON PIXMA TS5350	€ 0.233
CANON PIXMA TS6250	€ 0.280
Epson Expression Home XP-2100	€ 0.330
Epson Expression Home XP-2105	€ 0.330
Epson Expression Home XP-3100	€ 0.330
Epson Expression Home XP-4100	€ 0.330
Epson WorkForce WF-2835DWF	€ 0.330
HP DeskJet 2620	€ 0.293
HP DeskJet 2630	€ 0.293
HP DeskJet 2632	€ 0.293
HP DeskJet 2633	€ 0.293
HP DeskJet 2710	€ 0.211
HP ENVY 5010	€ 0.293
HP ENVY 5020	€ 0.293
HP ENVY 5030	€ 0.293
HP ENVY 5032	€ 0.293
HP ENVY Photo 6230	€ 0.172
HP ENVY Photo 7130	€ 0.226
HP OfficeJet 5230	€ 0.216
HP OfficeJet Pro 8023	€ 0.177
HP OfficeJet Pro 9010	€ 0.146

Israel

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	0.147 ₪
Average Competitor Cost	0.859 ₪
Brother MFC-J497DW	1.335 ₪
CANON PIXMA MG2550S	0.889 ₪
CANON PIXMA TR4550	0.889 ₪
HP DeskJet 2630	0.841 ₪
HP OfficeJet 3830	0.701 ₪
HP OfficeJet Pro 8023	0.825 ₪
HP OfficeJet Pro 9013	0.535 ₪

Italy

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.237
CANON PIXMA MG2550S	€ 0.230
CANON PIXMA MG2555S	€ 0.230
CANON PIXMA MG3650S	€ 0.258
CANON PIXMA MG5750	€ 0.197
CANON PIXMA TR4550	€ 0.230
CANON PIXMA TS3150	€ 0.230
CANON PIXMA TS3350	€ 0.230
CANON PIXMA TS5050	€ 0.197
CANON PIXMA TS5150	€ 0.258
CANON PIXMA TS5350	€ 0.228
CANON PIXMA TS6350	€ 0.332
Epson Expression Home XP-2100	€ 0.282
Epson Expression Home XP-2105	€ 0.282
Epson Expression Home XP-3100	€ 0.282
Epson Expression Home XP-4100	€ 0.282
Epson WorkForce WF-2810DWF	€ 0.282
Epson WorkForce WF-2830DWF	€ 0.282
HP DeskJet 2620	€ 0.233
HP DeskJet 2630	€ 0.256
HP DeskJet 3720	€ 0.256
HP DeskJet 3730	€ 0.256

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.237
HP DeskJet 3733	€ 0.256
HP ENVY 5010	€ 0.256
HP ENVY 5020	€ 0.256
HP ENVY 5030	€ 0.256
HP ENVY 5032	€ 0.256
HP ENVY Photo 6230	€ 0.182
HP ENVY Photo 7830	€ 0.228
HP OfficeJet 3831	€ 0.217
HP OfficeJet 5230	€ 0.217
HP OfficeJet 5232	€ 0.217
HP OfficeJet 6950	€ 0.165
HP OfficeJet Pro 6230	€ 0.182
HP OfficeJet Pro 8023	€ 0.161
HP OfficeJet Pro 9010	€ 0.136

Latvia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.228
Brother DCP-J572DW	€ 0.185
CANON PIXMA TS3150	€ 0.194
HP DeskJet 2620	€ 0.256
HP DeskJet 2630	€ 0.256
HP DeskJet 2632	€ 0.256
HP DeskJet 2710	€ 0.219

Lithuania

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.664
Brother DCP-J572DW	€ 0.185
CANON PIXMA TS3150	€ 0.384
HP DeskJet 2620	€ 1.050
HP DeskJet 2630	€ 1.050
HP DeskJet 2632	€ 1.050
HP DeskJet 2710	€ 0.263

Luxembourg

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.229
Brother DCP-J572DW	€ 0.218
Epson Expression Home XP-2100	€ 0.313
Epson Expression Home XP-4105	€ 0.313
HP DeskJet 2620	€ 0.259
HP DeskJet 2630	€ 0.259
HP DeskJet 2632	€ 0.259
HP DeskJet 2633	€ 0.259
HP DeskJet 3639	€ 0.216
HP DeskJet 3720	€ 0.259
HP DeskJet 3730	€ 0.259
HP ENVY 5020	€ 0.259
HP ENVY 5030	€ 0.259
HP ENVY 5032	€ 0.259
HP ENVY Photo 6230	€ 0.171
HP ENVY Photo 6232	€ 0.171
HP ENVY Photo 7830	€ 0.240
HP OfficeJet 3831	€ 0.216
HP OfficeJet 5220	€ 0.216
HP OfficeJet 5230	€ 0.216
HP OfficeJet 5232	€ 0.216
HP OfficeJet 6950	€ 0.166
HP OfficeJet 8013	€ 0.174
HP OfficeJet Pro 8023	€ 0.174
HP OfficeJet Pro 9010	€ 0.141

Netherlands

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.250
Brother DCP-J572DW	€ 0.244
Brother MFC-J491DW	€ 0.244
CANON PIXMA MG2550S	€ 0.228
CANON PIXMA MG2555S	€ 0.228
CANON PIXMA MG3650S	€ 0.255
CANON PIXMA MG5750	€ 0.192

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.250
CANON PIXMA TS3150	€ 0.228
CANON PIXMA TS3350	€ 0.228
CANON PIXMA TS5150	€ 0.255
CANON PIXMA TS5350	€ 0.228
CANON PIXMA TS6250	€ 0.280
CANON PIXMA TS6350	€ 0.332
CANON PIXMA TS705	€ 0.280
CANON PIXMA TS8250	€ 0.332
CANON PIXMA TS8350	€ 0.332
Epson Expression Home XP-2100	€ 0.293
Epson Expression Home XP-3100	€ 0.293
Epson Expression Home XP-3105	€ 0.293
HP DeskJet 2630	€ 0.256
HP ENVY 5010	€ 0.256
HP ENVY 5020	€ 0.256
HP ENVY 5030	€ 0.256
HP ENVY 5032	€ 0.256
HP ENVY Photo 6230	€ 0.240
HP ENVY Photo 7830	€ 0.240
HP OfficeJet 3831	€ 0.228
HP OfficeJet 6950	€ 0.177
HP OfficeJet Pro 8023	€ 0.165
HP OfficeJet Pro 9010	€ 0.140

Norway

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	0.356 kr
Average Competitor Cost	2.858 kr
Epson Expression Home XP-2100	2.961 kr
Epson Expression Home XP-3100	2.961 kr
Epson Expression Home XP-4100	2.961 kr
Epson Expression Home XP-4105	2.961 kr
Epson Expression Photo XP-8606	2.211 kr
HP DeskJet 2630	3.832 kr
HP ENVY 5030	3.832 kr
HP ENVY Photo 6230	2.827 kr

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	0.356 kr
Average Competitor Cost	2.858 kr
HP ENVY Photo 7830	2.827 kr
HP OfficeJet 5230	2.774 kr
HP OfficeJet 5232	2.774 kr
HP OfficeJet Pro 8023	2.261 kr
HP OfficeJet Pro 9010	1.974 kr

Poland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	0.186 zł
Average Competitor Cost	1.022 zł
CANON PIXMA MG2550S	0.912 zł
CANON PIXMA MG3650S	1.211 zł
CANON PIXMA MG5750	0.950 zł
CANON PIXMA TS3150	0.912 zł
CANON PIXMA TS5150	1.211 zł
CANON PIXMA TS5350	0.861 zł
HP DeskJet 2620	1.265 zł
HP DeskJet 2630	1.265 zł
HP OfficeJet 6950	0.875 zł
HP OfficeJet Pro 8210	0.753 zł

Portugal

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.247
Brother DCP-J572DW	€ 0.176
CANON PIXMA MG2550S	€ 0.233
CANON PIXMA MG3650S	€ 0.261
CANON PIXMA TR4550	€ 0.233
CANON PIXMA TS3150	€ 0.233
CANON PIXMA TS3350	€ 0.233
CANON PIXMA TS5055	€ 0.199
CANON PIXMA TS5150	€ 0.261
CANON PIXMA TS5151	€ 0.261
Epson Expression Home XP-2100	€ 0.285
Epson Expression Home XP-3100	€ 0.285

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.247
Epson Expression Home XP-3105	€ 0.285
Epson WorkForce WF-2830DWF	€ 0.285
HP DeskJet 2620	€ 0.275
HP DeskJet 2630	€ 0.275
HP DeskJet 2632	€ 0.275
HP DeskJet 2633	€ 0.275
HP ENVY 5010	€ 0.275
HP ENVY 5020	€ 0.275
HP ENVY 5030	€ 0.275
HP ENVY 5032	€ 0.275
HP ENVY Photo 6230	€ 0.197
HP OfficeJet 5230	€ 0.254
HP OfficeJet 8012	€ 0.190
HP OfficeJet Pro 8023	€ 0.190
HP OfficeJet Pro 9010	€ 0.160

Romania

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	0.194 lei
Average Competitor Cost	1.046 lei
CANON PIXMA MG2550S	1.039 lei
CANON PIXMA TS3350	1.039 lei
CANON PIXMA TS5150	1.083 lei
CANON PIXMA TS5350	1.111 lei
HP DeskJet 2130	1.181 lei
HP OfficeJet 6950	0.824 lei

Spain

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.235
Brother DCP-J572DW	€ 0.175
CANON PIXMA MG2550S	€ 0.228
CANON PIXMA MG3650S	€ 0.255
CANON PIXMA MG5750	€ 0.197
CANON PIXMA TR4550	€ 0.228

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.235
CANON PIXMA TS3150	€ 0.228
CANON PIXMA TS3350	€ 0.228
CANON PIXMA TS3355	€ 0.228
CANON PIXMA TS5150	€ 0.255
CANON PIXMA TS5350	€ 0.228
Epson Expression Home XP-2100	€ 0.280
Epson Expression Home XP-2105	€ 0.280
Epson Expression Home XP-3100	€ 0.280
Epson WorkForce WF-2810DWF	€ 0.280
Epson WorkForce WF-2830DWF	€ 0.280
HP DeskJet 2620	€ 0.275
HP DeskJet 2630	€ 0.275
HP DeskJet 2710	€ 0.197
HP DeskJet 3636	€ 0.239
HP DeskJet 3639	€ 0.239
HP DeskJet 3730	€ 0.275
HP ENVY 5020	€ 0.275
HP ENVY 5030	€ 0.275
HP ENVY 5032	€ 0.275
HP OfficeJet 3830	€ 0.239
HP OfficeJet 3831	€ 0.239
HP OfficeJet 3832	€ 0.239
HP OfficeJet 3833	€ 0.239
HP OfficeJet 5230	€ 0.239
HP OfficeJet Pro 6230	€ 0.192
HP OfficeJet Pro 8023	€ 0.177
HP OfficeJet Pro 8210	€ 0.153
HP OfficeJet Pro 8218	€ 0.153
HP OfficeJet Pro 9010	€ 0.146

Slovakia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€ 0.036
Average Competitor Cost	€ 0.238
CANON PIXMA MG2550S	€ 0.255
CANON PIXMA MG2555S	€ 0.255
CANON PIXMA MG3650S	€ 0.250
CANON PIXMA MG5750	€ 0.229
CANON PIXMA TR4550	€ 0.255
CANON PIXMA TS205	€ 0.255
CANON PIXMA TS3150	€ 0.255
CANON PIXMA TS3350	€ 0.255
CANON PIXMA TS3355	€ 0.255
CANON PIXMA TS5050	€ 0.229
CANON PIXMA TS5350	€ 0.222
CANON PIXMA TS6250	€ 0.250
CANON PIXMA TS705	€ 0.250
Epson Expression Home XP-3100	€ 0.278
HP DeskJet 2620	€ 0.220
HP DeskJet 2630	€ 0.220
HP DeskJet 2632	€ 0.220
HP OfficeJet 8013	€ 0.180
HP OfficeJet Pro 8023	€ 0.180

Sweden

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	0.036 kr
Average Competitor Cost	2.878 kr
CANON PIXMA MG2550S	2.500 kr
CANON PIXMA TR7550	3.135 kr
CANON PIXMA TS3350	2.500 kr
CANON PIXMA TS5350	2.556 kr
CANON PIXMA TS6350	3.135 kr
CANON PIXMA TS8250	3.715 kr
CANON PIXMA TS8350	3.715 kr
Epson Expression Home XP-2100	3.112 kr
HP DeskJet 2620	2.915 kr
HP DeskJet 2630	2.915 kr
HP DeskJet 2632	2.915 kr

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	0.036 kr
Average Competitor Cost	2.878 kr
HP ENVY 5020	2.915 kr
HP ENVY 5030	2.915 kr
HP ENVY 5032	2.915 kr
HP ENVY Photo 6230	2.836 kr
HP OfficeJet 5230	2.609 kr
HP OfficeJet Pro 9010	1.628 kr

Switzerland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	0.041 CHF
Average Competitor Cost	0.248 CHF
Brother DCP-J572DW	0.223 CHF
Brother MFC-J895DW	0.223 CHF
CANON PIXMA MG3050	0.249 CHF
CANON PIXMA MG3650S	0.282 CHF
CANON PIXMA TR4550	0.249 CHF
CANON PIXMA TR8550	0.274 CHF
CANON PIXMA TS3350	0.249 CHF
CANON PIXMA TS5051	0.216 CHF
CANON PIXMA TS5150	0.282 CHF
CANON PIXMA TS6350	0.274 CHF
CANON PIXMA TS8350	0.274 CHF
Epson Expression Home XP-3105	0.295 CHF
Epson Expression Home XP-4105	0.295 CHF
Epson Expression Premium XP-6105	0.224 CHF
Epson Expression Premium XP-7100	0.274 CHF
HP ENVY 5020	0.275 CHF
HP ENVY 5030	0.275 CHF
HP ENVY 5032	0.275 CHF
HP ENVY Photo 6230	0.252 CHF
HP ENVY Photo 7130	0.252 CHF
HP ENVY Photo 7134	0.252 CHF
HP ENVY Photo 7830	0.252 CHF
HP OfficeJet 3831	0.234 CHF

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	0.041 CHF
Average Competitor Cost	0.248 CHF
HP OfficeJet 5230	0.234 CHF
HP OfficeJet 8012	0.178 CHF
HP OfficeJet Pro 8023	0.178 CHF
HP OfficeJet Pro 9010	0.146 CHF

United Kingdom

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	£ 0.032
Average Competitor Cost	£ 0.207
CANON PIXMA MG2550S	£ 0.194
CANON PIXMA MG3050	£ 0.194
CANON PIXMA MG3650S	£ 0.219
CANON PIXMA MG5750	£ 0.165
CANON PIXMA MX475	£ 0.219
CANON PIXMA TR4550	£ 0.194
CANON PIXMA TS3150	£ 0.194
CANON PIXMA TS3350	£ 0.194
CANON PIXMA TS5050	£ 0.165
CANON PIXMA TS5051	£ 0.165
CANON PIXMA TS5151	£ 0.219
CANON PIXMA TS5350	£ 0.194
CANON PIXMA TS6250	£ 0.245
Epson Expression Home XP-2100	£ 0.245
Epson Expression Home XP-2105	£ 0.245
Epson Expression Home XP-3100	£ 0.245
Epson Expression Home XP-4100	£ 0.245
Epson WorkForce WF-2835DWF	£ 0.245
HP DeskJet 2620	£ 0.220
HP DeskJet 2630	£ 0.220
HP DeskJet 2632	£ 0.220
HP DeskJet 2633	£ 0.220
HP DeskJet 2710	£ 0.183
HP ENVY 5010	£ 0.220
HP ENVY 5020	£ 0.220
HP ENVY 5030	£ 0.220
HP ENVY 5032	£ 0.220

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	£ 0.032
Average Competitor Cost	£ 0.207
HP ENVY Photo 6230	£ 0.212
HP ENVY Photo 7130	£ 0.212
HP OfficeJet 5230	£ 0.199
HP OfficeJet Pro 8023	£ 0.149
HP OfficeJet Pro 9010	£ 0.124

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