Save up to 50% with HP Instant Ink[1]:
Toner Service

Objective

In March 2020, Keypoint Intelligence was contracted by HP to conduct a study to determine if HP Instant Ink, which is the name of the HP supplies replenishment program for both Original HP Ink and Toner, can save users up to 50% on Toner in North America[1].

The research team at Keypoint Intelligence evaluated the cost per page (CPP) of the HP Instant Ink service against the CPP of comparable in-class monochrome laser printers and MFPs less than $450 USD that use integrated cartridges to determine if the HP Instant Ink service offered savings[1]. Based on publicly available information, Keypoint Intelligence analysts found comparable devices to have higher CPPs, proving that HP Instant Ink can offer up to 50% savings in North America[1].

[1]Based on monthly subscription cost for U.S. and Canada for HP Instant Ink for Toner 1,500 page plan vs. transactional cost per page of in-class monochrome A4 laser printers and MFPs <$450 USD that use original, standard-capacity integrated cartridges (toner and drum in one cartridge). Keypoint Intelligence April 2020 study commissioned by HP, based on research of publicly available information as of 04/24/2020. Printers selected by market share as reported by IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2019Q4 for U.S. and Canada. For details and latest report, see: www.keypointintelligence.com/HPTonerService

Background

The new HP Instant Ink service for Toner is modeled much like the current HP Instant Ink program. Users can pick a plan based on how many pages they print per month and then they get the appropriate amount of HP Toner shipped directly to them at any time. This program benefits customers by ensuring they never run out of toner, as the device alerts HP when the machine hits a certain threshold and triggers a delivery—without users having to do a thing. Users also help to eliminate waste, as shipping and recycling is included in the program, making sure cartridges can be reused and repurposed without going to a landfill. Lastly, the plan can be modified or cancelled at any time, so users have the flexibility to change if they are going to print more or less in the future.

Methodology & Findings

Keypoint Intelligence examined in-class monochrome laser printers and MFPs less than $450 USD that make up 80% of the market share, based on IDC data and excluding all devices that did not use an integrated cartridge[1]. To accomplish this, analysts consulted OEM user manuals and supply lists to identify if the drum and toner units are separate. For the devices with integrated cartridges, SKUs were identified and the associated yield and MSRP data was taken from the geographically appropriate OEM website.

Keypoint Intelligence calculated the CPP of the cartridges by dividing the MSRP of the cartridge by the supply yield. The average CPP for comparable in-class highest capacity cartridges was $0.041 in the US and Puerto Rico and $0.049 in Canada. This is drastically different than HP Instant Ink, which has a CPP of only $0.017 in the U.S. and Puerto Rico and a CPP of only $0.022 CAD in Canada. When comparing the CPP, HP Instant Ink can offer up to 50% savings. On average, at $0.017 USD, HP Instant Ink is 58% less expensive than competitors in the US and Puerto Rico. On average, at $0.022 CAD, HP Instant Ink is 54% less expensive than competitors for Canada. While every effort was made to include the most accurate and complete information for the devices and cartridges, this pricing reflects current market data as of March 2020, and is subject to change in other regions or at a later date.

[1]Based on monthly subscription cost for U.S. and Canada for HP Instant Ink for Toner 1,500 page plan vs. transactional cost per page of in-class monochrome A4 laser printers and MFPs <$450 USD that use original, standard-capacity integrated cartridges (toner and drum in one cartridge). Keypoint Intelligence April 2020 study commissioned by HP, based on research of publicly available information as of 04/24/2020. Printers selected by market share as reported by IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2019Q4 for U.S. and Canada. For details and latest report, see: www.keypointintelligence.com/HPTonerService

Supporting Data Tables

HP Instant Ink Local Pricing

HP Instant Ink 1,500-Page Plan	Total Cost per Page (Local Currency)
United States & Puerto Rico	$0.017 USD
Canada	$0.022 CAD

US and Puerto Rico

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	**$0.017**
Average Competitor Cost	**$0.041**
HP LaserJet Pro M15w	$0.050
HP LaserJet Pro M404dn	$0.035
HP LaserJet Pro MFP M29w	$0.050
HP LaserJet Pro M404dw	$0.035
HP LaserJet Pro MFP M428fdn	$0.035
HP LaserJet Pro M402dw	$0.041
HP LaserJet Pro MFP M428fdw	$0.035
HP LaserJet Pro M402n	$0.041
HP LaserJet Pro M402dn	$0.041
HP LaserJet Pro MFP M28w	$0.050
Canon imageCLASS MF236n	$0.035

Canada

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	**$0.022**
Average Competitor Cost	**$0.049**
HP LaserJet Pro MFP M28A	$0.063
HP LaserJet Pro M404DN	$0.045
HP LaserJet Pro M404DW	$0.045
HP LaserJet Pro M404N	$0.045
HP LaserJet Pro M428DW	$0.045

About Keypoint Intelligence

For 60 years, clients in the digital imaging industry have relied on Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

For more information on Keypoint Intelligence, please call (973) 797-2100, visit www.keypointintelligence.com, or email info@keypointintelligence.com.