

Save up to 50% with HP Instant Ink Toner Service



Objective

In October 2020¹, Keypoint Intelligence was contracted by HP Inc. 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 HP Toner in Australia¹, Austria², Belgium², Bulgaria⁴, Croatia², Cyprus³, Czech Republic², Denmark², Estonia², Finland², France², Germany², Greece², Hungary², Ireland², Israel², Italy², Latvia², Lithuania², Luxembourg², Malta³, Netherlands², New Zealand¹, Norway², Poland², Portugal², Romania⁴, Slovakia², Slovenia³, Spain², Sweden², Switzerland², and the UK².

The research team at Keypoint Intelligence evaluated the cost per page (CPP) for the 1,500-page plan of the HP Instant Ink service against the average CPP of comparable in-class monochrome laser printers and MFPs less than \$450 USD that use integrated toner cartridges to determine if the HP Instant Ink service offered savings¹. Based on publicly available information, Keypoint Intelligence analysts found comparable devices to have a higher CPP, on average, proving that HP Instant Ink can offer up to 50% savings in Australia¹, Austria², Belgium², Bulgaria⁴, Croatia², Cyprus³, Czech Republic², Denmark², Estonia², Finland², France², Germany², Greece², Hungary², Ireland², Israel², Italy², Latvia², Lithuania², Luxembourg², Malta³, Netherlands², New Zealand¹, Norway², Poland², Portugal², Romania⁴, Slovakia², Slovenia³, Spain², Sweden², Switzerland², and the UK².

¹The data and pricing for Australia and New Zealand are updated every six months, with the most recent update completed 05/31/21 using IDC Quarterly Hardcopy Peripherals Tracker - Final Historical Q1 2021.

²Based on monthly subscription cost for HP Instant Ink 1,500-page plan vs. average transactional cost per page of in-class monochrome A4 laser printers and MFPs priced: Australia <\$499 AUD; New Zealand <\$599 NZD; US <\$450 USD that use original, standard-capacity integrated toner cartridges (toner and drum in one cartridge). Keypoint Intelligence October 2020 study commissioned by HP, based on research of publicly available information as of 09/30/2020. Printers selected by market share as reported by IDC Quarterly Hardcopy Peripherals Tracker - Final Historical Q1 2020. For details: www.keypointintelligence.com/HPTonerServiceROW

³IDC data from Q1 2020 used in December 2020 update for Cyprus, Malta, and Slovenia.

⁴HP Instant Ink pricing for Bulgaria and Romania updated in December 2020.

Background

With HP's Instant Ink service, customers can pick a plan based on how many pages they print per month and then they get the appropriate amount of Original HP Ink or Toner shipped directly to them at any time. The program detailed in this report benefits customers by ensuring they never run out of Original HP 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. 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 and 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 toner cartridge². 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. When OEM sites did not provide adequate cartridge information or pricing, OEM-preferred resellers were consulted.

Keypoint Intelligence calculated the CPP of the cartridges by dividing the MSRP of the cartridge by the supply yield. The highest average savings for comparable in-class cartridges was highest in Portugal, with an average savings of 70%. The lowest percentage of savings are in Norway and Croatia, which offer an average of 53% and 54%, respectively, which are still above the 50% threshold. When comparing the average CPP for each country, the HP Instant Ink can consistently offer up to 50% savings. 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 September 2020³, and is subject to change in other regions or at a later date.

¹The data and pricing for Australia and New Zealand are updated every six months, with the most recent update completed 05/31/21 using IDC Quarterly Hardcopy Peripherals Tracker - Final Historical Q1 2021.

²Based on monthly subscription cost for HP Instant Ink 1,500-page plan vs. average transactional cost per page of in-class monochrome A4 laser printers and MFPs priced: Australia <\$499 AUD; New Zealand <\$599 NZD; US <\$450 USD that use original, standard-capacity integrated toner cartridges (toner and drum in one cartridge). Keypoint Intelligence October 2020 study commissioned by HP, based on research of publicly available information as of 09/30/2020. Printers selected by market share as reported by IDC Quarterly Hardcopy Peripherals Tracker - Final Historical Q1 2020. For details: www.keypointintelligence.com/HPTonerServiceROW

³IDC data from Q1 2020 used in December 2020 update for Cyprus, Malta, and Slovenia..

⁴HP Instant Ink pricing for Bulgaria and Romania updated in December 2020.

Supporting Data Tables

HP Instant Ink Local Pricing

| HP Instant Ink 1,500-Page Plan Using Original HP Toner | Total Cost per Page (Local Currency) |
|--|--------------------------------------|
| Australia | \$0.030 |
| Austria | €0.017 |
| Belgium | €0.017 |
| Bulgaria | 0.035лв |
| Croatia | 0.153kn |
| Cyprus | €0.017 |
| Czech Republic | 0.533Kč |
| Denmark | 0.153kr |
| Estonia | €0.017 |
| Finland | €0.017 |
| France | €0.017 |
| Germany | €0.017 |
| Greece | €0.017 |
| Hungary | 7.466Ft |
| Ireland | €0.017 |
| Israel | ₪0.071 |
| Italy | €0.017 |
| Latvia | €0.017 |
| Lithuania | €0.017 |
| Luxemburg | €0.017 |
| Malta | €0.017 |
| Netherlands | €0.017 |
| New Zealand | \$0.035 |
| Norway | 0.219kr |
| Poland | 0.090zł |
| Portugal | €0.017 |
| Romania | 0.085lei |
| Slovakia | €0.017 |
| Slovenia | €0.017 |
| Spain | €0.017 |
| Sweden | 0.213kr |
| Switzerland | 0.019Fr. |
| UK | £0.015 |

Australia

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.030 |
| Average Competitor Cost | \$0.079 |
| HP LaserJet Pro M15w | \$0.106 |
| HP LaserJet Pro M404dn | \$0.070 |
| HP LaserJet Pro M404dw | \$0.070 |
| HP LaserJet Pro M404n | \$0.070 |

The data and pricing for Australia and New Zealand are updated every six months, with the most recent update completed 05/31/21 using IDC Quarterly Hardcopy Peripherals Tracker - Final Historical Q1 2021.

Austria

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.043 |
| Canon i-SENSYS LBP325x | €0.029 |
| HP Laser MFP 135w | €0.047 |
| HP Laser MFP 137fnw | €0.047 |
| HP LaserJet Pro M15w | €0.050 |
| HP LaserJet Pro MFP M28a | €0.050 |
| HP LaserJet Pro MFP M28w | €0.050 |
| HP LaserJet Pro M404dn | €0.033 |

Belgium

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.042 |
| Canon i-SENSYS LBP228x | €0.042 |
| HP LaserJet Pro M15w | €0.050 |
| HP LaserJet Pro MFP M28w | €0.050 |
| HP LaserJet Pro M404dn | €0.035 |
| HP LaserJet Pro MFP M428dw | €0.035 |

Bulgaria⁴

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | 0.035лв |
| Average Competitor Cost | 0.093лв |
| Canon i-SENSYS MF443dw | 0.067лв |
| HP Laser 107a | 0.130лв |
| HP Laser 107w | 0.130лв |
| HP Laser MFP 135a | 0.130лв |
| HP LaserJet Pro M15a | 0.099лв |
| HP LaserJet Pro M15w | 0.099лв |
| HP LaserJet Pro MFP M28a | 0.099лв |
| HP LaserJet Pro MFP M28w | 0.099лв |
| HP LaserJet Pro MFP M428dw | 0.078лв |
| HP LaserJet Pro MFP M428fdn | 0.078лв |
| HP LaserJet Pro MFP M428fdw | 0.078лв |
| Xerox Phaser 3020Bi | 0.069лв |
| Xerox WorkCentre 3025BI | 0.069лв |
| Xerox WorkCentre 3025NI | 0.069лв |

⁴HP Instant Ink pricing for Bulgaria and Romania updated in December 2020.

Croatia

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | 0.153kn |
| Average Competitor Cost | 0.336kn |
| HP LaserJet Pro M15w | 0.394kn |
| HP LaserJet Pro MFP M28a | 0.394kn |
| HP LaserJet Pro MFP M28w | 0.394kn |
| HP LaserJet Pro M404dw | 0.291kn |
| HP LaserJet Pro M404n | 0.291kn |
| HP LaserJet Pro MFP M428dw | 0.291kn |
| HP LaserJet Pro MFP M428fdn | 0.291kn |
| HP LaserJet Pro MFP M428fdw | 0.291kn |
| HP LaserJet Pro M404dn | 0.291kn |
| Xerox Phaser 3020Bi | 0.313kn |
| Xerox WorkCentre 3025BI | 0.313kn |
| Xerox WorkCentre 3025NI | 0.313kn |

Cyprus³

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.057 |
| HP Laser 107a | €0.059 |
| HP Laser 107w | €0.059 |
| HP Laser MFP 135a | €0.059 |
| HP Laser MFP 135w | €0.059 |
| HP Laser MFP 137fnw | €0.059 |
| HP LaserJet Pro M15a | €0.065 |
| HP LaserJet Pro M15w | €0.065 |
| HP LaserJet Pro MFP M28a | €0.065 |
| HP LaserJet Pro MFP M28w | €0.065 |
| HP LaserJet Pro M404dn | €0.042 |
| HP LaserJet Pro M501dn | €0.030 |

³IDC data from Q1 2020 used in December 2020 update for Cyprus, Malta, and Slovenia.

Czech Republic

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | 0.533Kč |
| Average Competitor Cost | 1.224Kč |
| Canon i-SENSYS MF237w | 0.741Kč |
| Canon i-SENSYS LBP223dw | 1.548Kč |
| Canon i-SENSYS MF443dw | 1.548Kč |
| Canon i-SENSYS MF3010 | 0.812Kč |
| HP Laser 107a | 1.399Kč |
| HP Laser 107w | 1.399Kč |
| HP Laser MFP 135a | 1.399Kč |
| HP Laser MFP 135w | 1.399Kč |
| HP LaserJet Pro M15a | 1.499Kč |
| HP LaserJet Pro M15w | 1.499Kč |
| HP LaserJet Pro MFP M28a | 1.499Kč |
| HP LaserJet Pro MFP M28w | 1.499Kč |
| HP LaserJet Pro M404dn | 1.000 Kč |
| HP LaserJet Pro MFP M428dw | 1.000 Kč |
| HP LaserJet Pro MFP M428fdn | 1.000 Kč |
| Xerox Phaser 3020Bi | 0.933 Kč |
| Xerox WorkCentre 3025BI | 0.933 Kč |
| Xerox WorkCentre 3025NI | 0.933 Kč |

Denmark

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | 0.153kr |
| Average Competitor Cost | 0.436kr |
| Canon i-SENSYS LBP325x | 0.319kr |
| HP Laser 107a | 0.526kr |
| HP Laser 107w | 0.526kr |
| HP LaserJet Pro MFP M28a | 0.526kr |
| HP LaserJet Pro MFP M28w | 0.526kr |
| HP LaserJet Pro M404dn | 0.354kr |
| HP LaserJet Pro M404dw | 0.354kr |
| HP LaserJet Pro M404n | 0.354kr |

Estonia

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.051 |
| Canon i-SENSYS LBP223dw | €0.034 |
| Canon i-SENSYS MF443dw | €0.034 |
| Canon i-SENSYS MF3010 | €0.037 |
| Canon LBP6030B | €0.037 |
| Canon i-SENSYS MF237w | €0.032 |
| HP Laser 107a | €0.060 |
| HP Laser 107w | €0.060 |
| HP Laser MFP 135a | €0.060 |
| HP Laser MFP 135w | €0.060 |
| HP LaserJet Pro M15a | €0.065 |
| HP LaserJet Pro M15w | €0.065 |
| HP LaserJet Pro MFP M28a | €0.065 |

Finland

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.052 |
| Canon i-SENSYS LBP223dw | €0.042 |
| Canon i-SENSYS LBP226dw | €0.042 |
| Canon i-SENSYS LBP325x | €0.029 |
| HP LaserJet Pro M15a | €0.065 |
| HP LaserJet Pro MFP M28a | €0.065 |
| HP LaserJet Pro MFP M28w | €0.065 |
| HP LaserJet Pro M404dn | €0.055 |
| HP LaserJet Pro M404dw | €0.055 |
| HP LaserJet Pro M404n | €0.055 |

France

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.051 |
| Canon i-SENSYS LBP325x | €0.029 |
| HP LaserJet Pro M15a | €0.061 |
| HP LaserJet Pro M15w | €0.061 |
| HP LaserJet Pro MFP M28a | €0.061 |
| HP LaserJet Pro MFP M28w | €0.061 |
| HP LaserJet Pro M404dn | €0.043 |
| HP LaserJet Pro MFP M428dw | €0.043 |

Germany

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.050 |
| HP Laser MFP 135a | €0.051 |
| HP Laser MFP 135w | €0.051 |
| HP Laser MFP 137fnw | €0.051 |
| HP LaserJet Pro M15w | €0.055 |
| HP LaserJet Pro MFP M28a | €0.055 |
| HP LaserJet Pro MFP M28w | €0.055 |
| HP LaserJet Pro M404dn | €0.039 |
| HP LaserJet Pro MFP M428fdn | €0.039 |

Greece

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.051 |
| HP Laser 107a | €0.052 |
| HP Laser 107w | €0.052 |
| HP Laser MFP 135a | €0.052 |
| HP Laser MFP 135w | €0.052 |
| HP Laser MFP 137fnw | €0.052 |
| HP LaserJet Pro M15a | €0.053 |
| HP LaserJet Pro M15w | €0.053 |
| HP LaserJet Pro MFP M28a | €0.053 |
| HP LaserJet Pro MFP M28w | €0.053 |
| HP LaserJet Pro M404dn | €0.035 |

Hungary

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | 7.466Ft |
| Average Competitor Cost | 18.233Ft |
| Canon i-SENSYS LBP223dw | 21.513Ft |
| Canon i-SENSYS MF443dw | 21.513Ft |
| Canon i-SENSYS MF3010 | 21.681Ft |
| Canon i-SENSYS MF237w | 16.996Ft |
| HP Laser 107a | 19.590Ft |
| HP Laser 107w | 19.590Ft |
| HP Laser MFP 135a | 19.590Ft |
| HP Laser MFP 135w | 19.590Ft |
| HP LaserJet Pro M15a | 19.290Ft |
| HP LaserJet Pro M15w | 19.290Ft |
| HP LaserJet Pro MFP M28a | 19.290Ft |
| HP LaserJet Pro MFP M28w | 19.290Ft |
| HP LaserJet Pro M404dn | 13.263Ft |
| HP LaserJet Pro MFP M428dw | 13.263Ft |
| HP LaserJet Pro MFP M428fdn | 13.263Ft |
| Xerox Phaser 3020Bi | 17.060Ft |
| Xerox WorkCentre 3025BI | 17.060Ft |
| Xerox WorkCentre 3025NI | 17.060Ft |

Ireland

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.041 |
| HP LaserJet Pro M15w | €0.051 |
| HP LaserJet Pro MFP M28w | €0.051 |
| HP LaserJet Pro M404dn | €0.036 |
| HP LaserJet Pro M404n | €0.036 |
| HP LaserJet Pro MFP M428dw | €0.036 |
| HP LaserJet Pro MFP M428fdn | €0.036 |
| HP LaserJet Pro MFP M428fdw | €0.036 |

Israel

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | 0.071 ₪ |
| Average Competitor Cost | 0.212 ₪ |
| HP Laser 107a | 0.227 ₪ |
| HP Laser 107w | 0.227 ₪ |
| HP Laser MFP 137fnw | 0.227 ₪ |
| HP LaserJet Pro M15a | 0.232 ₪ |
| HP LaserJet Pro M15w | 0.232 ₪ |
| HP LaserJet Pro M404dn | 0.161 ₪ |
| HP LaserJet Pro M404dw | 0.161 ₪ |
| HP LaserJet Pro MFP M428dw | 0.161 ₪ |
| HP LaserJet Pro MFP M428fdw | 0.161 ₪ |
| Pantum P2500 | 0.268 ₪ |
| Xerox Phaser 3020Bi | 0.243 ₪ |
| Xerox WorkCentre 3025NI | 0.243 ₪ |

Italy

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.051 |
| Canon i-SENSYS MF443dw | €0.042 |
| Canon i-SENSYS MF237w | €0.040 |
| HP Laser 107a | €0.053 |
| HP Laser 107w | €0.053 |
| HP Laser MFP 135a | €0.053 |
| HP Laser MFP 135w | €0.053 |
| HP Laser MFP 137fnw | €0.053 |
| HP LaserJet Pro M15a | €0.058 |
| HP LaserJet Pro M15w | €0.058 |
| HP LaserJet Pro MFP M28a | €0.058 |
| HP LaserJet Pro MFP M28w | €0.058 |
| HP LaserJet Pro M404dn | €0.041 |
| HP LaserJet Pro M404dw | €0.041 |

Latvia

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.042 |
| Canon i-SENSYS LBP223dw | €0.033 |
| Canon i-SENSYS MF443dw | €0.033 |
| Canon i-SENSYS MF3010 | €0.031 |
| Canon LBP6030B | €0.031 |
| Canon i-SENSYS MF237w | €0.027 |
| HP Laser 107a | €0.050 |
| HP Laser 107w | €0.050 |
| HP Laser MFP 135a | €0.050 |
| HP Laser MFP 135w | €0.050 |
| HP LaserJet Pro M15a | €0.050 |
| HP LaserJet Pro M15w | €0.050 |
| HP LaserJet Pro MFP M28a | €0.050 |

Lithuania

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.043 |
| Canon i-SENSYS LBP223dw | €0.036 |
| Canon i-SENSYS MF443dw | €0.036 |
| Canon i-SENSYS MF3010 | €0.034 |
| Canon LBP6030B | €0.034 |
| Canon i-SENSYS MF237w | €0.028 |
| HP Laser 107a | €0.048 |
| HP Laser 107w | €0.048 |
| HP Laser MFP 135a | €0.048 |
| HP Laser MFP 135w | €0.048 |
| HP LaserJet Pro M15a | €0.052 |
| HP LaserJet Pro M15w | €0.052 |
| HP LaserJet Pro MFP M28a | €0.052 |

Luxembourg

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.044 |
| Canon i-SENSYS LBP228x | €0.042 |
| HP LaserJet Pro M15w | €0.054 |
| HP LaserJet Pro MFP M28w | €0.054 |
| HP LaserJet Pro M404dn | €0.036 |
| HP LaserJet Pro MFP M428dw | €0.036 |

Malta³

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.054 |
| Canon i-SENSYS MF443dw | €0.041 |
| HP Laser 107a | €0.026 |
| HP Laser 107w | €0.062 |
| HP Laser MFP 135a | €0.062 |
| HP Laser MFP 135w | €0.062 |
| HP Laser MFP 137fnw | €0.062 |
| HP LaserJet Pro M15a | €0.060 |
| HP LaserJet Pro M15w | €0.060 |
| HP LaserJet Pro M404dn | €0.042 |
| HP LaserJet Pro MFP M28a | €0.060 |
| HP LaserJet Pro MFP M28 | €0.060 |

³IDC data from Q1 2020 used in December 2020 update for Cyprus, Malta, and Slovenia.

Netherlands

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.054 |
| Canon i-SENSYS MF3010 | €0.048 |
| Canon LBP6030B | €0.048 |
| HP Laser 107w | €0.057 |
| HP LaserJet Pro M15a | €0.061 |
| HP LaserJet Pro M15w | €0.061 |
| HP LaserJet Pro MFP M28w | €0.061 |
| HP LaserJet Pro M404dn | €0.044 |

New Zealand

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | \$0.035 |
| Average Competitor Cost | \$0.086 |
| HP LaserJet Pro M15a | \$0.106 |
| HP LaserJet Pro M404dn | \$0.065 |

¹The data and pricing for Australia and New Zealand are updated every six months, with the most recent update completed 05/31/21 using IDC Quarterly Hardcopy Peripherals Tracker - Final Historical Q1 2021.

Norway

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | 0.219kr |
| Average Competitor Cost | 0.466kr |
| HP LaserJet Pro M404dn | 0.466kr |

Poland

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | 0.090zł |
| Average Competitor Cost | 0.245zł |
| HP LaserJet Pro MFP M28a | 0.299zł |
| HP LaserJet Pro MFP M28w | 0.299zł |
| HP LaserJet Pro M404dn | 0.215zł |
| HP LaserJet Pro M404dw | 0.215zł |
| HP LaserJet Pro MFP M428fdn | 0.215zł |
| HP LaserJet Pro MFP M428fdw | 0.215zł |
| Xerox Phaser 3020Bi | 0.171zł |
| Xerox WorkCentre 3025NI | 0.171zł |

Portugal

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.058 |
| HP LaserJet Pro M15a | €0.063 |
| HP LaserJet Pro M15w | €0.063 |
| HP LaserJet Pro MFP M28a | €0.063 |
| HP LaserJet Pro MFP M28w | €0.063 |
| HP LaserJet Pro M404dn | €0.036 |

Romania⁴

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | 0.085lei |
| Average Competitor Cost | 0.226lei |
| Canon i-SENSYS MF443dw | 0.161lei |
| HP Laser 107a | 0.270lei |
| HP Laser 107w | 0.270lei |
| HP Laser MFP 135a | 0.270lei |
| HP Laser MFP 135w | 0.270lei |
| HP LaserJet Pro M15a | 0.279lei |
| HP LaserJet Pro M15w | 0.279lei |
| HP LaserJet Pro MFP M28a | 0.279lei |
| HP LaserJet Pro MFP M28w | 0.279lei |
| HP LaserJet Pro MFP M428dw | 0.177lei |
| HP LaserJet Pro MFP M428fdn | 0.177lei |
| HP LaserJet Pro MFP M428fdw | 0.177lei |
| Xerox Phaser 3020Bi | 0.167lei |
| Xerox WorkCentre 3025BI | 0.167lei |
| Xerox WorkCentre 3025NI | 0.167lei |

⁴HP Instant Ink pricing for Bulgaria and Romania updated in December 2020.

Slovakia

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.045 |
| Canon i-SENSYS MF443dw | €0.032 |
| Canon i-SENSYS MF3010 | €0.034 |
| HP Laser 107a | €0.055 |
| HP Laser 107w | €0.055 |
| HP Laser MFP 135a | €0.055 |
| HP Laser MFP 135w | €0.055 |
| HP LaserJet Pro M15a | €0.053 |
| HP LaserJet Pro M15w | €0.053 |
| HP LaserJet Pro MFP M28a | €0.053 |
| HP LaserJet Pro MFP M28w | €0.053 |
| HP LaserJet Pro M404dn | €0.040 |
| HP LaserJet Pro MFP M428dw | €0.040 |
| Xerox Phaser 3020Bi | €0.033 |
| Xerox WorkCentre 3025BI | €0.033 |
| Xerox WorkCentre 3025NI | €0.033 |

Slovenia³

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.058 |
| Canon i-SENSYS LBP223dw | €0.050 |
| Canon i-SENSYS MF443dw | €0.050 |
| HP Laser 107a | €0.071 |
| HP Laser 107w | €0.071 |
| HP Laser MFP 135a | €0.071 |
| HP Laser MFP 137fnw | €0.071 |
| HP LaserJet Pro M15a | €0.076 |
| HP LaserJet Pro M15w | €0.076 |
| HP LaserJet Pro M404dn | €0.076 |
| HP LaserJet Pro M404dw | €0.076 |
| HP LaserJet Pro MFP M28a | €0.055 |
| HP LaserJet Pro MFP M28w | €0.055 |
| HP LaserJet Pro MFP M428dw | €0.055 |
| Xerox Phaser 3020Bi | €0.027 |
| Xerox WorkCentre 3025BI | €0.027 |
| Xerox WorkCentre 3025NI | €0.027 |

³IDC data from Q1 2020 used in December 2020 update for Cyprus, Malta, and Slovenia.

Spain

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | €0.017 |
| Average Competitor Cost | €0.053 |
| HP LaserJet Pro M15a | €0.060 |
| HP LaserJet Pro M15w | €0.060 |
| HP LaserJet Pro MFP M28a | €0.060 |
| HP LaserJet Pro MFP M28w | €0.060 |
| HP LaserJet Pro M404dn | €0.043 |
| HP LaserJet Pro MFP M428dw | €0.043 |
| HP LaserJet Pro MFP M428fdn | €0.043 |

Sweden

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | 0.213kr |
| Average Competitor Cost | 0.567kr |
| HP LaserJet Pro M15a | 0.699kr |
| HP LaserJet Pro MFP M28a | 0.699kr |
| HP LaserJet Pro MFP M28w | 0.699kr |
| HP LaserJet Pro M404dn | 0.500kr |
| HP LaserJet Pro M404dw | 0.500kr |
| HP LaserJet Pro M404n | 0.500kr |
| HP LaserJet Pro MFP M428fdn | 0.500kr |
| Canon i-SENSYS LBP325x | 0.316kr |

Switzerland

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | 0.019Fr. |
| Average Competitor Cost | 0.063Fr. |
| HP LaserJet Pro M15a | 0.067Fr. |
| HP LaserJet Pro M15w | 0.067Fr. |
| HP LaserJet Pro MFP M28a | 0.067Fr. |
| HP LaserJet Pro MFP M28w | 0.067Fr. |
| HP LaserJet Pro MFP M428fdn | 0.067Fr. |
| HP LaserJet Pro M404dn | 0.044Fr. |
| HP LaserJet Pro MFP M428fdn | 0.500kr |
| Canon i-SENSYS LBP325x | 0.316kr |

UK

| Printer | Total Cost per Page (Local Currency) |
|--------------------------------|--------------------------------------|
| HP Instant Ink Service | £0.015 |
| Average Competitor Cost | £0.045 |
| HP LaserJet Pro M15w | £0.053 |
| HP LaserJet Pro MFP M28w | £0.053 |
| HP LaserJet Pro M404dn | £0.038 |
| HP LaserJet Pro M404n | £0.038 |

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.

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