

2021 年 9 月

HP Instant Ink 能節省高達 70% 費用¹



目的

2021 年 8 月，Keypoint Intelligence 受 HP Inc. 委託進行一項研究，藉此確認 HP Instant Ink 是否能在下列國家/地區節省高達 70% 的墨水費用：奧地利、比利時、保加利亞、克羅埃西亞、賽普勒斯、捷克共和國、丹麥、愛沙尼亞、芬蘭、法國、德國、希臘、匈牙利、愛爾蘭、義大利、拉脫維亞、立陶宛、盧森堡、馬爾他、荷蘭、挪威、波蘭、葡萄牙、羅馬尼亞、斯洛伐克、斯洛維尼亞、西班牙、瑞典、瑞士和英國¹。

¹基於 HP Instant Ink 700 頁計畫的訂閱月費，未購買額外頁數組，對照組為價格低於 €310 的大多數同等級傳統 A4 彩色噴墨墨水匣印表機和多功能事務機，使用原廠標準容量墨水匣列印 ISO/IEC 24711 的每頁成本。使用各國平均每頁成本對照 HP Instant Ink 的每頁成本，判斷出節省比例。本研究未將促銷價格列入考量。因非屬標準硬體及耗材模式，HP Ink Advantage 印表機和僅使用 XL 墨水匣的印表機不列入對照組。Keypoint Intelligence 2021 年 9 月受 HP 委託進行的這份研究，內容基於 2021 年 8 月 18 日的公開資訊。印表機選擇是依據 IDC Quarterly Hardcopy Peripherals Tracker - 2021Q2 最終歷史追蹤報告中的市場佔有率而定。如需詳細資訊：www.keypointintelligence.com/HPInstantInk

背景

採用 HP Instant Ink 方案，使用者可以根據每個月的列印頁數選擇訂閱計畫，而非使用的墨水量。使用者可以從每個月 15 頁到 700 頁間的選項進行選擇。墨水量隨著時間降低時，印表機會提示 HP，觸發 HP 原廠墨水的自動出貨作業。使用者不需猶豫是否要彩色列印，因為黑色和彩色墨水都包含在訂閱計畫中，也不用考慮每頁列印的墨水量。因為不需訂購不必要的墨水匣，也有助於消弭浪費。此外，計畫內容還包含運輸和回收再利用。最後，此計畫隨時都能修改或取消，因此使用者未來若要列印更多或更少內容，都可以靈活變更。

研究方法和結果

Keypoint Intelligence 依據 IDC 公司針對該國家/地區的調查資料，選出市場佔有率達 80% 的同等級彩色噴墨印表機和多功能事務機，並調查其黑色和彩色標準墨水匣的價格。分析師隨後查閱 OEM 出版物，確定設備使用正確的墨水匣。相關的墨水供應量和價格資料是擷取自地理區域相應的 OEM 網站，若無相應網站，則擷取自當地經銷商。促銷價格不列入考慮。所有價格均以當地幣值標示。

Keypoint Intelligence 以單個墨水匣的當地建議售價除以供應量，計算出各個國家/地區內每顆墨水匣的每頁成本 (CPP)。個別墨水匣的每頁成本數額加總，構成該印表機的總體每頁成本。接著會計算所有印表機每頁成本的平均值。每頁成本總額平均值減去 HP Instant Ink 的當地價格，再除以每頁成本總額平均值，就能算出 HP Instant Ink 的節省比例。競爭者墨水匣的實際每頁成本，可能因列印頁數和列印內容而有不同。在比較每頁成本時，HP Instant Ink 服務確定可以節省高達 70% 的費用，並且通常超過此數值。儘管本報告已盡努力納入各設備和墨水匣最準確和最完整的資訊，但此價格只反映截至 2021 年 8 月的當前市場資料，並且在其他地區或該日期之後可能會有所變化。

佐證測試資料

HP Instant Ink 當地價格

HP Instant Ink 700 頁計畫， 採用 HP 原廠墨水	訂閱月費 (當地幣值)
奧地利	€24.99
比利時	€24.99
保加利亞	лв49.99
克羅埃西亞	kn219.99
賽普勒斯	€24.99
捷克共和國	769.00Kč
丹麥	kr249.00
愛沙尼亞	€24.99
芬蘭	€24.99
法國	€24.99
德國	€24.99
希臘	€24.99
匈牙利	Ft10,999.00
愛爾蘭	€24.99
義大利	€24.99
拉脫維亞	€24.99
立陶宛	€24.99
盧森堡	€24.99
馬爾他	€24.99
荷蘭	€24.99
挪威	kr249.00
波蘭	zł129.99
葡萄牙	€24.99
羅馬尼亞	lei122.99
斯洛伐克	€24.99
斯洛維尼亞	€24.99
西班牙	€24.99
瑞典	kr249.00
瑞士	CHF28.95
英國	£22.49

國家/地區每頁成本表格

奧地利

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.230
使用 HP Instant Ink 的 節省比例 (平均)	84.472%
Canon PIXMA TS8350	€0.305
Epson Expression Home XP-3100	€0.278
Epson Expression Home XP-4100	€0.278
Epson WorkForce WF-2830DWF	€0.278
Epson Expression Home XP-2100	€0.278
Epson Expression Home XP-2105	€0.278
Canon PIXMA TS5150	€0.275
Canon PIXMA TS5350	€0.272
Canon PIXMA TS3150	€0.244
Canon PIXMA TS3350	€0.244
Canon PIXMA TR4550	€0.244
HP DeskJet 3750	€0.238
HP ENVY 6032	€0.221
HP DeskJet 2710	€0.221
HP ENVY 6020	€0.221
HP DeskJet 2720e	€0.221
HP DeskJet 2720	€0.221
HP DeskJet 4120e	€0.221

HP ENVY 6030e	€0.221
HP ENVY 6030	€0.221
HP ENVY 6010e	€0.221
HP ENVY 6022	€0.221
HP ENVY Photo 6230	€0.205
HP ENVY Photo 6232	€0.205
HP Tango X	€0.205
HP OfficeJet Pro 8022e	€0.158
HP OfficeJet 8014	€0.158
HP OfficeJet Pro 8022	€0.158
HP OfficeJet 8014e	€0.158

比利時

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.212
使用 HP Instant Ink 的 節省比例 (平均)	83.186%
Epson Expression Home XP-4105	€0.293
Epson Expression Home XP-2100	€0.293
Epson Expression Home XP-3100	€0.293
Epson Expression Home XP-2105	€0.293
Canon PIXMA TS5350	€0.272
Canon PIXMA TS6350	€0.255
HP DeskJet 3760	€0.238
HP DeskJet 3750	€0.238
HP DeskJet 3720	€0.238
HP DeskJet 3730	€0.238
HP ENVY Photo 6232	€0.226
HP ENVY Photo 6230	€0.226
HP ENVY Photo 7830	€0.226
HP ENVY Photo 6220	€0.226
HP ENVY Photo 7134	€0.226
HP ENVY 6032	€0.209
HP ENVY 6020	€0.209

HP DeskJet 2710	€0.209
HP DeskJet 2720e	€0.209
HP DeskJet 4120e	€0.209
HP DeskJet 2722e	€0.209
HP DeskJet 2710e	€0.209
HP DeskJet 2723e	€0.209
HP ENVY 6030e	€0.209
HP DeskJet 4122e	€0.209
HP ENVY 6030	€0.209
HP ENVY 6022e	€0.209
HP DeskJet 2720	€0.209
HP OfficeJet 8012	€0.154
HP OfficeJet Pro 8022	€0.154
HP OfficeJet 8012e	€0.154
HP OfficeJet 8014e	€0.154
HP OfficeJet 8015	€0.154
HP OfficeJet 8014	€0.154
HP OfficeJet Pro 8022e	€0.154
HP OfficeJet Pro 8025	€0.154
HP OfficeJet Pro 9010	€0.129

保加利亞

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	лв0.071
競爭者平均成本	лв0.380
使用 HP Instant Ink 的 節省比例 (平均)	81.225%
HP DeskJet 3750	лв0.422
HP DeskJet 3760	лв0.422
HP DeskJet 2320	лв0.367
HP DeskJet 2710	лв0.367
HP DeskJet 2720	лв0.367
Canon PIXMA TR4550	лв0.367
Canon PIXMA MG2550S	лв0.367
Canon PIXMA TS3150	лв0.367

克羅埃西亞

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	kn0.314
競爭者平均成本	kn2.415
使用 HP Instant Ink 的 節省比例 (平均)	86.985%
HP DeskJet 4120e	kn4.402
HP ENVY 6020e	kn4.402
HP DeskJet 3750	kn2.182
HP DeskJet 3760	kn2.182
HP DeskJet 2320	kn1.815
HP DeskJet 2710	kn1.815
Canon PIXMA TS5350	kn1.758
Canon PIXMA TR4550	kn1.588
Canon PIXMA MG2550S	kn1.588

賽普勒斯

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.248
使用 HP Instant Ink 的 節省比例 (平均)	85.596%
Epson Expression Home XP-3100	€0.422
HP DeskJet 3750	€0.295
HP DeskJet 3762	€0.295
HP DeskJet 3760	€0.295
HP DeskJet 2320	€0.249
HP DeskJet 2720	€0.249
HP DeskJet 4120e	€0.249
HP DeskJet 4130e	€0.249

HP DeskJet 2710	€0.249
HP ENVY 6020e	€0.249
HP ENVY 6420e	€0.249
HP DeskJet 2721	€0.249
Canon PIXMA TR4550	€0.230
Canon PIXMA TS3150	€0.230
Canon PIXMA MG2550S	€0.230
HP OfficeJet 8013	€0.192
HP OfficeJet Pro 8023	€0.192
HP OfficeJet 6950	€0.189
HP OfficeJet Pro 9010	€0.146

捷克共和國

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	1.099Kč
競爭者平均成本	5.108Kč
使用 HP Instant Ink 的 節省比例 (平均)	78.493%
Epson Expression Home XP-3100	7.149Kč
Epson Expression Home XP-2100	7.149Kč
Canon PIXMA TS5150	6.100Kč
Canon PIXMA MG3650S	6.100Kč
Canon PIXMA TS5350	5.989Kč
HP DeskJet 3750	5.932Kč
Epson Expression Premium XP-6000	5.503Kč
HP ENVY 6020e	5.032Kč
HP DeskJet 2720	5.032Kč
HP DeskJet 2320	5.032Kč
HP DeskJet 2720e	5.032Kč
HP DeskJet 2721	5.032Kč
HP DeskJet 2710	5.032Kč
Canon PIXMA TS3150	4.322Kč
Canon PIXMA TS3350	4.322Kč

Canon PIXMA MG2550S	4.322Kč
Canon PIXMA TS3450	4.322Kč
HP OfficeJet 8013	3.966Kč
HP OfficeJet 8012e	3.966Kč
HP OfficeJet Pro 8022e	3.966Kč
HP OfficeJet Pro 8023	3.966Kč

丹麥

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	kr0.356
競爭者平均成本	kr2.224
使用 HP Instant Ink 的 節省比例 (平均)	84.002%
HP DeskJet 3760	kr2.671
HP ENVY Photo 6230	kr2.543
HP ENVY Photo 6232	kr2.543
HP ENVY Photo 6234	kr2.543
HP ENVY Photo 7134	kr2.543
HP ENVY Photo 6220	kr2.543
Canon PIXMA TS705	kr2.407
Canon PIXMA TS6350	kr2.407
HP DeskJet 2720	kr2.360
HP DeskJet 2710	kr2.360
HP ENVY 6020	kr2.360
HP DeskJet 4120e	kr2.360
HP ENVY 6010	kr2.360
HP ENVY 6030	kr2.360
HP DeskJet 2721	kr2.360
HP ENVY 6422	kr2.360
HP ENVY 6020e	kr2.360
HP ENVY 6022	kr2.360
Epson Expression Home XP-3105	kr2.319
Epson Expression Home XP-2105	kr2.319
Canon PIXMA TS5150	kr2.222

Epson Expression Home XP-5100	kr2.012
Canon PIXMA MG2550S	kr1.944
Canon PIXMA TR4550	kr1.944
Epson Expression Premium XP-6105	kr1.754
HP OfficeJet Pro 8022	kr1.733
HP OfficeJet Pro 8022e	kr1.733
HP OfficeJet 8012	kr1.733
HP OfficeJet 8014	kr1.733
HP OfficeJet Pro 9010	kr1.455

愛沙尼亞

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.325
使用 HP Instant Ink 的 節省比例 (平均)	89.004%
HP ENVY Photo 6230	€0.373
HP ENVY Photo 7830	€0.373
HP ENVY 6020	€0.319
Canon PIXMA MG2550S	€0.233

芬蘭

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.304
使用 HP Instant Ink 的 節省比例 (平均)	88.256%
HP DeskJet 2720	€0.366
HP DeskJet 2721	€0.366
HP DeskJet 2720e	€0.366
HP DeskJet 2723	€0.366
HP ENVY 6420e	€0.366
HP ENVY 6422	€0.366
HP ENVY 6010	€0.366

HP ENVY Photo 6232	€0.337
HP ENVY Photo 6230	€0.337
Canon PIXMA MG3650S	€0.288
Canon PIXMA TS5150	€0.288
Epson Expression Home XP-2105	€0.287
Epson Expression Home XP-3100	€0.287
Epson Expression Home XP-3105	€0.287
Epson WorkForce WF-2850DWF	€0.287
Canon PIXMA TS3355	€0.254
Canon PIXMA TS3450	€0.254
Canon PIXMA TS3350	€0.254
Epson Expression Premium XP-6105	€0.221
Canon PIXMA TR150	€0.138

法國

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.248
使用 HP Instant Ink 的 節省比例 (平均)	85.619%
Canon PIXMA TS6350	€0.316
Canon PIXMA TS8350	€0.316
Canon PIXMA MG3650S	€0.278
Canon PIXMA TS5150	€0.278
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-4105	€0.278
Epson Expression Home XP-4100	€0.278
Epson Expression Home XP-3105	€0.278
Epson WorkForce WF-2810DWF	€0.278
Epson WorkForce WF-2850DWF	€0.278

Canon PIXMA TS5350	€0.272
Canon PIXMA TR4550	€0.250
Canon PIXMA TS3150	€0.250
Canon PIXMA MG2550S	€0.250
Canon PIXMA MG2555S	€0.250
Canon PIXMA TS3350	€0.250
Canon PIXMA TS3450	€0.250
HP ENVY Photo 6230	€0.240
HP ENVY Photo 7830	€0.240
HP ENVY Photo 6220	€0.240
HP ENVY Photo 7134	€0.240
HP ENVY Photo 6234	€0.240
HP DeskJet 2710	€0.220
HP ENVY 6022e	€0.220
HP ENVY 6030	€0.220
HP DeskJet 2723e	€0.220
HP DeskJet 4130e	€0.220
HP DeskJet 2721e	€0.220
HP DeskJet 4120e	€0.220
HP DeskJet 2710e	€0.220
HP DeskJet 2720	€0.220
HP OfficeJet Pro 8022	€0.165
HP OfficeJet Pro 8025	€0.165

德國

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.236
使用 HP Instant Ink 的 節省比例 (平均)	84.891%
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-2105	€0.278
Epson Expression Home XP-2100	€0.278

Epson WorkForce WF-2850DWF	€0.278
Epson WorkForce WF-2835DWF	€0.278
Epson WorkForce WF-2810DWF	€0.278
Epson Expression Home XP-4105	€0.278
Canon PIXMA TS5150	€0.275
Canon PIXMA MG3650S	€0.275
Canon PIXMA TS5151	€0.275
HP DeskJet 3750	€0.275
Canon PIXMA TS5350	€0.272
Canon PIXMA TS7450	€0.272
Canon PIXMA TS705	€0.265
Canon PIXMA TS6350	€0.265
Canon PIXMA TS8350	€0.265
HP OfficeJet 200 Mobile Printer	€0.251
Canon PIXMA TR4550	€0.244
Canon PIXMA TS3150	€0.244
Canon PIXMA TS3450	€0.244
Canon PIXMA TS3350	€0.244
Epson WorkForce WF-2860DWF	€0.240
HP ENVY Photo 6230	€0.240
HP ENVY Photo 7830	€0.240
HP ENVY 6032	€0.220
HP ENVY 6020	€0.220
HP DeskJet 2710	€0.220
HP ENVY 6030	€0.220
HP DeskJet 4120e	€0.220
HP ENVY 6032e	€0.220
HP DeskJet 2720e	€0.220
HP DeskJet 2720	€0.220
HP ENVY 6432e	€0.220
HP ENVY 6030e	€0.220
HP ENVY 6022	€0.220
Canon MAXIFY MB2750	€0.187
HP OfficeJet Pro 6230	€0.182
HP OfficeJet 6950	€0.174

HP OfficeJet Pro 8022e	€0.165
HP OfficeJet Pro 8022	€0.165
HP OfficeJet 8014	€0.165
HP OfficeJet 8014e	€0.165
Canon MAXIFY MB5150	€0.121

希臘

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.194
使用 HP Instant Ink 的 節省比例 (平均)	81.636%
Epson Expression Home XP-3100	€0.260
HP DeskJet 2320	€0.232
HP DeskJet 2720	€0.232
HP DeskJet 4120e	€0.232
HP DeskJet 4130e	€0.232
HP DeskJet 2710	€0.232
HP ENVY 6020e	€0.232
HP ENVY 6420e	€0.232
HP DeskJet 2721	€0.232
HP DeskJet 3750	€0.201
HP DeskJet 3762	€0.201
HP DeskJet 3760	€0.201
Canon PIXMA TR4550	€0.149
Canon PIXMA TS3150	€0.149
Canon PIXMA MG2550S	€0.149
HP OfficeJet 6950	€0.137
HP OfficeJet 8013	€0.133
HP OfficeJet Pro 8023	€0.133
HP OfficeJet Pro 9010	€0.119

匈牙利

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	Ft15.713
競爭者平均成本	Ft82.055
使用 HP Instant Ink 的 節省比例 (平均)	80.826%
Canon PIXMA TS5350	Ft96.556
HP DeskJet 2320	Ft90.805
HP DeskJet 2710e	Ft90.805
HP DeskJet 2721e	Ft90.805
HP DeskJet 2720e	Ft90.805
HP DeskJet 2710	Ft90.805
Canon PIXMA MG3650S	Ft88.222
HP DeskJet 3762	Ft85.150
HP DeskJet 3750	Ft85.150
Canon PIXMA TS3150	Ft77.389
Canon PIXMA MG2550S	Ft77.389
Canon PIXMA TR4550	Ft77.389
Canon PIXMA TS3450	Ft77.389
HP OfficeJet 8012e	Ft63.113
HP OfficeJet Pro 9010e	Ft49.047

愛爾蘭

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.263
使用 HP Instant Ink 的 節省比例 (平均)	86.409%
Epson Expression Home XP-2100	€0.367
Epson Expression Home XP-2105	€0.367
Epson Expression Home XP-3100	€0.367
Epson Expression Home XP-3105	€0.367
Epson Expression Home XP-4100	€0.367
Epson Expression Home XP-4105	€0.367
Epson WorkForce WF-2830DWF	€0.367

Epson WorkForce WF-2835DWF	€0.367
Canon PIXMA TS6350	€0.313
Epson Expression Photo XP-8600	€0.291
Canon PIXMA MG3650S	€0.283
Canon PIXMA TS5151	€0.283
Canon PIXMA TS5150	€0.283
Epson Expression Premium XP-6100	€0.280
Canon PIXMA TS5350	€0.278
Canon PIXMA TS7450	€0.278
Canon PIXMA TS3150	€0.255
Canon PIXMA TS3355	€0.255
Canon PIXMA MG2550S	€0.255
Canon PIXMA TR4550	€0.255
Canon PIXMA TS3350	€0.255
HP ENVY Photo 6230	€0.251
HP DeskJet 3760	€0.251
HP DeskJet 3750	€0.251
HP DeskJet 4122e	€0.226
HP ENVY 6020	€0.226
HP DeskJet 2710	€0.226
HP DeskJet 2720e	€0.226
HP DeskJet 2722e	€0.226
HP DeskJet 2710e	€0.226
HP DeskJet 2723e	€0.226
HP ENVY 6022	€0.226
HP DeskJet 4120e	€0.226
HP ENVY 6020e	€0.226

HP DeskJet 2720	€0.226
HP ENVY 6022e	€0.226
HP ENVY 6032	€0.226
HP ENVY 6432	€0.226
HP ENVY 6430	€0.226
HP OfficeJet Pro 8022	€0.165
HP OfficeJet Pro 8025	€0.165
HP OfficeJet Pro 8025e	€0.165
HP OfficeJet Pro 9010	€0.153
HP OfficeJet Pro 9012	€0.151

義大利

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.239
使用 HP Instant Ink 的 節省比例 (平均)	85.079%
Canon PIXMA MG3650S	€0.283
Canon PIXMA TS5150	€0.283
Epson WorkForce WF-2810DWF	€0.282
Epson Expression Home XP-2100	€0.282
Epson Expression Home XP-3100	€0.282
Epson WorkForce WF-2830DWF	€0.282
Epson Expression Home XP-4100	€0.282
Epson Expression Home XP-3105	€0.282
Epson Expression Home XP-4105	€0.282
Epson WorkForce WF-2850DWF	€0.282
Epson Expression Home XP-2105	€0.282
Epson WorkForce WF-2835DWF	€0.282
Canon PIXMA TS7450	€0.278
HP DeskJet 3760	€0.256
HP DeskJet 3750	€0.256
HP DeskJet 3762	€0.256
Canon PIXMA TR4550	€0.253

Canon PIXMA MG2550S	€0.253
Canon PIXMA TS3150	€0.253
Canon PIXMA MG2555S	€0.253
Canon PIXMA TS3350	€0.253
HP ENVY Photo 6232	€0.234
HP Tango X	€0.234
HP ENVY Photo 6230	€0.234
HP ENVY Photo 7134	€0.234
HP ENVY Photo 6220	€0.234
HP ENVY Photo 7830	€0.234
HP DeskJet 2720e	€0.220
HP ENVY 6020	€0.220
HP ENVY 6030	€0.220
HP DeskJet 2723e	€0.220
HP ENVY 6032	€0.220
HP DeskJet 2720	€0.220
HP ENVY 6010	€0.220
HP ENVY 6030e	€0.220
HP DeskJet 4110e	€0.220
HP DeskJet 2722e	€0.220
HP DeskJet 2721	€0.220
HP ENVY 6022e	€0.220
HP ENVY 6022	€0.220
HP OfficeJet Pro 6230	€0.182
HP OfficeJet Pro 8022	€0.161
HP OfficeJet 8012	€0.161
HP OfficeJet 8012e	€0.161
HP OfficeJet Pro 9010	€0.136

拉脫維亞

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.265
使用 HP Instant Ink 的 節省比例 (平均)	86.553%
HP ENVY 6020	€0.301
HP ENVY Photo 6230	€0.266
HP ENVY Photo 7830	€0.266
Canon PIXMA MG2550S	€0.228

立陶宛

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.218
使用 HP Instant Ink 的 節省比例 (平均)	83.621%
HP ENVY 6020	€0.243
HP ENVY Photo 6230	€0.219
HP ENVY Photo 7830	€0.219
Canon PIXMA MG2550S	€0.190

盧森堡

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.224
使用 HP Instant Ink 的 節省比例 (平均)	84.043%
Epson Expression Home XP-4105	€0.313
Epson Expression Home XP-2100	€0.313
Epson Expression Home XP-3100	€0.313
Epson Expression Home XP-2105	€0.313
Canon PIXMA TS6350	€0.252
Canon PIXMA TS5350	€0.247

HP ENVY Photo 6232	€0.240
HP ENVY Photo 6230	€0.240
HP ENVY Photo 7830	€0.240
HP ENVY Photo 6220	€0.240
HP ENVY Photo 7134	€0.240
HP DeskJet 3760	€0.237
HP DeskJet 3750	€0.237
HP DeskJet 3720	€0.237
HP DeskJet 3730	€0.237
HP ENVY 6032	€0.219
HP ENVY 6020	€0.219
HP DeskJet 2710	€0.219
HP DeskJet 2720e	€0.219
HP DeskJet 4120e	€0.219
HP DeskJet 2722e	€0.219
HP DeskJet 2710e	€0.219
HP DeskJet 2723e	€0.219
HP ENVY 6030e	€0.219
HP DeskJet 4122e	€0.219
HP ENVY 6030	€0.219
HP ENVY 6022e	€0.219
HP DeskJet 2720	€0.219
HP OfficeJet 8012	€0.174
HP OfficeJet Pro 8022	€0.174
HP OfficeJet 8012e	€0.174
HP OfficeJet 8014e	€0.174
HP OfficeJet 8015	€0.174
HP OfficeJet 8014	€0.174
HP OfficeJet Pro 8022e	€0.174
HP OfficeJet Pro 8025	€0.174
HP OfficeJet Pro 9010	€0.141

馬爾他

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.300
使用 HP Instant Ink 的 節省比例 (平均)	88.083%
Epson WorkForce WF-2810DWF	€0.399
Epson Expression Home XP-2100	€0.399
Epson Expression Home XP-3100	€0.399
Epson WorkForce WF-2830DWF	€0.399
Epson Expression Home XP-4100	€0.399
Epson Expression Home XP-3105	€0.399
Epson Expression Home XP-4105	€0.399
Epson WorkForce WF-2850DWF	€0.399
Epson Expression Home XP-2105	€0.399
Epson WorkForce WF-2835DWF	€0.399
HP DeskJet 3760	€0.310
HP DeskJet 3750	€0.310
HP DeskJet 3762	€0.310
HP DeskJet 2720e	€0.290
HP ENVY 6020	€0.290
HP ENVY 6030	€0.290
HP DeskJet 2723e	€0.290
HP ENVY 6032	€0.290
HP DeskJet 2720	€0.290
HP ENVY 6010	€0.290
HP ENVY 6030e	€0.290
HP DeskJet 4110e	€0.290
HP DeskJet 2722e	€0.290
HP DeskJet 2721	€0.290
HP ENVY 6022e	€0.290
HP ENVY 6022	€0.290

Canon PIXMA TS7450	€0.279
Canon PIXMA MG3650S	€0.277
Canon PIXMA TS5150	€0.277
HP ENVY Photo 6232	€0.269
HP Tango X	€0.269
HP ENVY Photo 6230	€0.269
HP ENVY Photo 7134	€0.269
HP ENVY Photo 6220	€0.269
HP ENVY Photo 7830	€0.269
HP OfficeJet Pro 8022	€0.268
HP OfficeJet 8012	€0.268
HP OfficeJet 8012e	€0.268
Canon PIXMA TR4550	€0.248
Canon PIXMA MG2550S	€0.248
Canon PIXMA TS3150	€0.248
Canon PIXMA MG2555S	€0.248
Canon PIXMA TS3350	€0.248
HP OfficeJet Pro 6230	€0.172
HP OfficeJet Pro 9010	€0.127

荷蘭

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.242
使用 HP Instant Ink 的 節省比例 (平均)	85.240%
Canon PIXMA TS6350	€0.316
Canon PIXMA TS705	€0.316
Canon PIXMA TS8350	€0.316
Epson Expression Home XP-3105	€0.293
Epson Expression Home XP-2100	€0.293
Epson Expression Home XP-3100	€0.293
Epson Expression Home XP-4100	€0.293
Epson Expression Home XP-2105	€0.293

Canon PIXMA TS5150	€0.283
Canon PIXMA MG3650S	€0.283
Canon PIXMA TS5350	€0.278
HP DeskJet 3760	€0.256
Canon PIXMA TS3350	€0.255
Canon PIXMA TR4550	€0.255
Canon PIXMA MG2555S	€0.255
Canon PIXMA TS3150	€0.255
Canon PIXMA MG2550S	€0.255
HP ENVY Photo 6232	€0.240
HP ENVY Photo 7830	€0.240
HP ENVY Photo 6230	€0.240
HP ENVY Photo 6220	€0.240
Epson Expression Premium XP-6105	€0.222
Epson Expression Premium XP-6100	€0.222
HP ENVY 6032	€0.220
HP DeskJet 2720	€0.220
HP ENVY 6020	€0.220
HP DeskJet 2710	€0.220
HP ENVY 6030	€0.220
HP DeskJet 4120e	€0.220
HP DeskJet 2721	€0.220
HP OfficeJet 6950	€0.177
HP OfficeJet Pro 8022	€0.165
HP OfficeJet Pro 8022e	€0.165
HP OfficeJet Pro 8025	€0.165
HP OfficeJet 8012	€0.165
HP OfficeJet Pro 9010	€0.140

挪威

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	kr0.356
競爭者平均成本	kr0.242
使用 HP Instant Ink 的 節省比例 (平均)	88.335%
Epson Expression Home XP-2100	kr3.411
Epson Expression Home XP-4100	kr3.411
Epson Expression Home XP-4105	kr3.411
Epson Expression Home XP-3100	kr3.411
Epson Expression Home XP-2105	kr3.411
HP DeskJet 2720	kr3.208
HP ENVY 6020	kr3.208
HP DeskJet 2720e	kr3.208
HP DeskJet 2721	kr3.208
HP ENVY 6010	kr3.208
HP ENVY 6020e	kr3.208
HP ENVY 6022	kr3.208
Epson Expression Premium XP-6100	kr2.494
HP ENVY Photo 6230	kr2.261
HP ENVY Photo 7830	kr2.261
HP ENVY Photo 6234	kr2.261

波蘭

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	zł0.186
競爭者平均成本	zł1.169
使用 HP Instant Ink 的 節省比例 (平均)	84.111%
Canon PIXMA TS5150	zł1.333
Canon PIXMA MG3650S	zł1.333
Canon PIXMA TS5350	zł1.333
HP DeskJet 3750	zł1.265
HP DeskJet 3760	zł1.265
HP DeskJet 3762	zł1.265

Canon PIXMA TS3150	zł1.197
Canon PIXMA TS3350	zł1.197
Epson Expression Home XP-5100	zł1.139
HP DeskJet 2710	zł1.034
HP ENVY 6020e	zł1.034
HP DeskJet 2720	zł1.034
HP DeskJet Plus 4120	zł1.034
HP DeskJet 2710e	zł1.034
HP DeskJet 4120e	zł1.034

葡萄牙

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.265
使用 HP Instant Ink 的 節省比例 (平均)	86.542%
Epson Expression Home XP-3105	€0.285
Epson Expression Home XP-2100	€0.285
Epson Expression Home XP-3100	€0.285
Epson Expression Home XP-4100	€0.285
Epson WorkForce WF-2810DWF	€0.285
Canon PIXMA MG3650S	€0.283
Canon PIXMA TS5151	€0.283
Canon PIXMA TS5150	€0.283
HP ENVY 6020	€0.275
HP ENVY 6030	€0.275
HP DeskJet 2710	€0.275
HP ENVY 6032	€0.275
HP DeskJet 2720e	€0.275
HP DeskJet 2722e	€0.275
HP ENVY 6010	€0.275
HP DeskJet 2710e	€0.275
HP DeskJet 2723e	€0.275

HP ENVY 6022	€0.275
HP DeskJet 2720	€0.275
HP ENVY Photo 6232	€0.262
HP ENVY Photo 6230	€0.262
HP ENVY Photo 7134	€0.262
Canon PIXMA TR4550	€0.255
Canon PIXMA MG2550S	€0.255
HP OfficeJet Pro 8022	€0.190
HP OfficeJet 8015	€0.190
HP OfficeJet 8014	€0.190

羅馬尼亞

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	lei0.176
競爭者平均成本	lei1.161
使用 HP Instant Ink 的 節省比例 (平均)	84.870%
HP DeskJet 3750	lei1.300
HP DeskJet 3760	lei1.300
HP DeskJet 2320	lei1.191
HP DeskJet 2710	lei1.191
HP DeskJet 2720	lei1.191
Canon PIXMA TR4550	lei1.039
Canon PIXMA MG2550S	lei1.039
Canon PIXMA TS3150	lei1.039

斯洛伐克

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.218
使用 HP Instant Ink 的 節省比例 (平均)	83.654%
Epson Expression Home XP-3100	€0.278
Epson Expression Home XP-2100	€0.278
Canon PIXMA TS5150	€0.254
Canon PIXMA MG3650S	€0.254
Canon PIXMA TS5350	€0.232
HP ENVY 6020e	€0.220
HP DeskJet 2720	€0.220
HP DeskJet 2320	€0.220
HP DeskJet 2720e	€0.220
HP DeskJet 2721	€0.220
HP DeskJet 2710	€0.220
HP DeskJet 3750	€0.220
Epson Expression Premium XP-6000	€0.214
Canon PIXMA TS3150	€0.204
Canon PIXMA TS3350	€0.204
Canon PIXMA MG2550S	€0.204
Canon PIXMA TS3450	€0.204
HP OfficeJet 8013	€0.180
HP OfficeJet 8012e	€0.180
HP OfficeJet Pro 8022e	€0.180
HP OfficeJet Pro 8023	€0.180

斯洛維尼亞

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.212
使用 HP Instant Ink 的 節省比例 (平均)	83.156%
Canon PIXMA TS5350	€0.349
HP DeskJet 3750	€0.225
HP DeskJet 3760	€0.225
Canon PIXMA TR4550	€0.203
Canon PIXMA MG2550S	€0.203
HP DeskJet 2320	€0.176
HP DeskJet 2710	€0.176
HP DeskJet 4120e	€0.176
HP ENVY 6020e	€0.176

西班牙

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	€0.036
競爭者平均成本	€0.244
使用 HP Instant Ink 的 節省比例 (平均)	85.345%
Epson Expression Home XP-2100	€0.280
Epson Expression Home XP-3100	€0.280
Epson WorkForce WF-2810DWF	€0.280
Epson Expression Home XP-2105	€0.280
Epson Expression Home XP-4100	€0.280
Canon PIXMA TS5150	€0.278
Canon PIXMA MG3650S	€0.278
Canon PIXMA TS5151	€0.278
HP DeskJet 3750	€0.275
HP DeskJet 3760	€0.275
HP DeskJet 3720	€0.275
HP DeskJet 3762	€0.275

Canon PIXMA TS5350	€0.272
HP ENVY Photo 6232	€0.251
HP ENVY Photo 6230	€0.251
Canon PIXMA TS3150	€0.250
Canon PIXMA TS3350	€0.250
Canon PIXMA MG2550S	€0.250
HP DeskJet 2710	€0.238
HP DeskJet 2720	€0.238
HP ENVY 6032	€0.238
HP DeskJet 4120e	€0.238
HP DeskJet 4130e	€0.238
HP DeskJet 2721	€0.238
HP DeskJet 2722	€0.238
HP ENVY 6020	€0.238
HP ENVY 6020e	€0.238
HP ENVY 6432	€0.238
HP ENVY 6430	€0.238
HP ENVY 6022	€0.238
HP OfficeJet Pro 6230	€0.192
HP OfficeJet Pro 8022	€0.177
HP OfficeJet Pro 9010	€0.146
HP OfficeJet Pro 9015	€0.146
HP OfficeJet Pro 9012	€0.146

瑞典

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	kr0.356
競爭者平均成本	kr2.713
使用 HP Instant Ink 的 節省比例 (平均)	86.890%
Canon PIXMA TS6350	kr3.265
Canon PIXMA TS8350	kr3.265
Canon PIXMA TS705	kr3.265
Canon PIXMA TS5350	kr2.889
Canon PIXMA TS7450	kr2.889

HP DeskJet 3762	kr2.732
HP DeskJet 3760	kr2.732
HP DeskJet 3735	kr2.732
HP DeskJet 3750	kr2.732
HP ENVY Photo 6232	kr2.675
HP ENVY Photo 6230	kr2.675
HP ENVY Photo 6220	kr2.675
HP ENVY Photo 7134	kr2.675
Canon PIXMA TS3350	kr2.667
Canon PIXMA TS3150	kr2.667
Canon PIXMA MG2550S	kr2.667
Canon PIXMA TS3450	kr2.667
HP ENVY 6020	kr2.548
HP DeskJet 2720e	kr2.548
HP DeskJet 2710	kr2.548
HP DeskJet 2721e	kr2.548
HP DeskJet 2721	kr2.548
HP OfficeJet Pro 8022	kr1.797

瑞士

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	CHF0.041
競爭者平均成本	CHF0.237
使用 HP Instant Ink 的 節省比例 (平均)	82.528%
Canon PIXMA TS5150	CHF0.299
Canon PIXMA TS5350	CHF0.296
Canon PIXMA TS7450	CHF0.296
Epson Expression Home XP-4105	CHF0.295
Epson Expression Home XP-3105	CHF0.295
Canon PIXMA TS8350	CHF0.280
Canon PIXMA TS6350	CHF0.280
Epson Expression Premium XP-7100	CHF0.274

Canon PIXMA TR4550	CHF0.266
HP DeskJet 3750	CHF0.257
HP DeskJet 3760	CHF0.257
HP ENVY Photo 6230	CHF0.240
HP ENVY Photo 7830	CHF0.240
HP ENVY Photo 6232	CHF0.240
HP ENVY Photo 7134	CHF0.240
HP ENVY Photo 6220	CHF0.240
HP ENVY Photo 6234	CHF0.240
HP ENVY 6032	CHF0.238
HP DeskJet 2710	CHF0.238
HP ENVY 6020	CHF0.238
HP DeskJet 4120e	CHF0.238
HP DeskJet 2720	CHF0.238
HP ENVY 6030e	CHF0.238
HP ENVY 6032e	CHF0.238
HP DeskJet 2720e	CHF0.238
HP ENVY 6030	CHF0.238
HP ENVY 6010e	CHF0.238
HP ENVY 6432e	CHF0.238
Epson Expression Premium XP-6105	CHF0.224
HP OfficeJet Pro 8022	CHF0.165
HP OfficeJet Pro 8022e	CHF0.165
HP OfficeJet 8014	CHF0.165
HP OfficeJet Pro 9010	CHF0.136
HP OfficeJet Pro 9010e	CHF0.136
HP OfficeJet Pro 9012e	CHF0.136

英國

印表機	每頁總成本 (當地幣值)
HP Instant Ink 服務	£0.032
競爭者平均成本	£0.211
使用 HP Instant Ink 的 節省比例 (平均)	84.758%
Canon PIXMA TS6350	£0.283
Canon PIXMA MG3650S	£0.247
Canon PIXMA TS5151	£0.247
Canon PIXMA TS5150	£0.247
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-3105	£0.245
Epson Expression Home XP-4100	£0.245
Epson Expression Home XP-4105	£0.245
Epson WorkForce WF-2830DWF	£0.245
Epson WorkForce WF-2835DWF	£0.245
Canon PIXMA TS5350	£0.244
Canon PIXMA TS7450	£0.244
Canon PIXMA TS3150	£0.225
Canon PIXMA TS3355	£0.225
Canon PIXMA MG2550S	£0.225
Canon PIXMA TR4550	£0.225
Canon PIXMA TS3350	£0.225
HP DeskJet 3760	£0.220
HP DeskJet 3750	£0.220
HP ENVY Photo 6230	£0.212
HP DeskJet 4122e	£0.201
HP ENVY 6020	£0.201
HP DeskJet 2710	£0.201
HP DeskJet 2720e	£0.201
HP DeskJet 2722e	£0.201
HP DeskJet 2710e	£0.201
HP DeskJet 2723e	£0.201

HP ENVY 6022	£0.201
HP DeskJet 4120e	£0.201
HP ENVY 6020e	£0.201
HP DeskJet 2720	£0.201
HP ENVY 6022e	£0.201
HP ENVY 6032	£0.201
HP ENVY 6432	£0.201
HP ENVY 6430	£0.201
Epson Expression Premium XP-6100	£0.187
HP OfficeJet Pro 8022	£0.149
HP OfficeJet Pro 8025	£0.149
HP OfficeJet Pro 8025e	£0.149
Epson Expression Photo XP-8600	£0.125
HP OfficeJet Pro 9010	£0.124
HP OfficeJet Pro 9012	£0.124

關於 Keypoint Intelligence

60 年來，數位影像行業的客戶一直仰賴 Keypoint Intelligence 所提供的獨立實踐測試、實驗室研究資料，以及廣泛的市場研究報告，來推動他們的產品和銷售業績。有著數十年的分析師經驗，Keypoint Intelligence 公認是業界中最受信賴的來源，提供無偏見的資訊、分析和獎項。客戶利用這類的關鍵任務知識制定戰略決策，進行日常銷售，實現卓越經營，從而改善業務目標並提高經營底線。Keypoint Intelligence 以客戶為中心，透過擴大服務內容和不斷更新研究方法，隨著業界的變化不斷發展，同時密切了解製造商、通路和客戶在數位印刷及成像領域中的種種轉變並為其提供相關服務。

如需 Keypoint Intelligence 的進一步資訊，請致電 (973) 797-2100，或造訪 www.keypointintelligence.com，或透過電子郵件：info@keypointintelligence.com 聯繫