

September 2021

Save Up to 50% with HP Instant Ink¹



Objective

In August 2021, Keypoint Intelligence was contracted by HP Inc. to conduct a study to determine if HP Instant Ink can save users up to 50% on ink in the following countries/regions: Australia, Canada, Hong Kong, New Zealand, Puerto Rico, Singapore, Taiwan and the United States¹.

¹Based on the monthly subscription cost of HP Instant Ink 700-page plan without purchase of additional sets of pages compared to the cost per page to print ISO/IEC 24711 pages on most in-class, traditional A4 colour inkjet cartridge printers and MFPs priced <\$385 AUD, <\$420 CAD, <\$333 NZD and <\$350 USD using original standard-capacity cartridges. Average CPP per country used to determine percent savings versus CPP for HP Instant Ink. Sale prices not considered for this study. HP Ink Advantage printers and printers which only use XL cartridges excluded due to non-standard hardware & supplies model. Keypoint Intelligence September 2021 study commissioned by HP, based on publicly available information as of 18 August 2021. Printers selected by market share in IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2021Q2. For details: www.keypointintelligence.com/HPInstantInk

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. As ink levels decrease over time, the printer alerts HP, triggering an automatic delivery of HP Original Ink. Customers do not need to hesitate about printing in colour, as both black and colour ink are covered in the subscription, nor does it matter how much ink is printed on each page. Users help to eliminate waste, as no unnecessary cartridges are ordered. Furthermore, shipping and recycling are included. 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 & Findings

Keypoint Intelligence examined the price of black and colour standard-yield cartridges for in-class colour inkjet printers and MFPs that make up 80% of the market share, based on IDC data specific to the country/region. Analysts then reviewed OEM publications to identify the correct ink cartridge for the device. The associated yield and pricing data was 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 the local currency.

Keypoint Intelligence calculated cost per page (CPP) per printer cartridge in each country/region by dividing the local MSRP of the individual cartridge by the supply yield. The individual cartridge CPP amounts were totalled to create an overall CPP for the printer. All printer CPPs were then averaged. Percent savings with HP Instant Ink was calculated by subtracting the local price of HP Instant Ink from the average total CPP and dividing the results by the average total CPP. Actual CPP for competitive cartridges may vary by number of pages printed and content of pages printed. When comparing CPP, the HP Instant Ink service can certainly offer up to 50% 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 August 2021 and is subject to change in other regions or at a later date.

Supporting Test Data

HP Instant Ink Local Pricing

HP Instant Ink 700-Page Plan Using Original HP Ink	Monthly Subscription Cost (Local Currency)
Australia	A\$39.99
Canada	CA\$28.99
Hong Kong	HK\$198.80
New Zealand	NZ\$49.99
Puerto Rico	US\$24.99
Singapore	S\$36.90
Taiwan	NT\$750.00
United States	US\$24.99

Country/Region CPP Tables

Australia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	A\$0.057
Average Competitor Cost	A\$0.409
Percent Savings with HP Instant Ink (on average)	85.978%
HP DeskJet 3720	A\$0.505
Epson Expression Home XP-2105	A\$0.502
Epson Expression Home XP-4105	A\$0.502
Epson Expression Home XP-2100	A\$0.502
Epson Expression Home XP-3100	A\$0.502
Epson WorkForce WF-2850DWF	A\$0.502
Epson Expression Home XP-4100	A\$0.502
Epson WorkForce WF-2830	A\$0.502
HP DeskJet 2332	A\$0.485
HP DeskJet 2720	A\$0.485
HP DeskJet 2330	A\$0.485
HP ENVY 6020	A\$0.485
HP DeskJet 2722	A\$0.485
HP DeskJet Plus 4120	A\$0.485
Epson WorkForce WF-2860DWF	A\$0.482
Epson Expression Premium XP-6100	A\$0.396
Epson WorkForce Pro WF-4830DTWF	A\$0.386
Epson WorkForce Pro WF-4835	A\$0.386
Canon PIXMA TS6360	A\$0.364
Canon PIXMA TS8360	A\$0.364
Canon PIXMA TR7660	A\$0.364
Canon PIXMA TR8660	A\$0.364
Canon PIXMA HOME TS3165	A\$0.350
Canon PIXMA MG2460	A\$0.350
Canon PIXMA TS3160	A\$0.350

Canon PIXMA MG2560	A\$0.350
Canon PIXMA HOME OFFICE TR4560	A\$0.350
Canon PIXMA TS5360	A\$0.322
Canon PIXMA TS5160	A\$0.317
Canon PIXMA MG3660	A\$0.317
Canon PIXMA TS5060	A\$0.286
HP OfficeJet Pro 8020	A\$0.268
Canon MAXIFY MB5460	A\$0.214

Canada

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	CA\$0.041
Average Competitor Cost	CA\$0.320
Percent Savings with HP Instant Ink (on average)	87.045%
Canon PIXMA TR7520	CA\$0.450
HP DeskJet 3755	CA\$0.395
HP DeskJet Plus 4155	CA\$0.395
HP ENVY 6055	CA\$0.395
HP DeskJet 4155e	CA\$0.395
HP DeskJet 2755	CA\$0.395
HP DeskJet 1255	CA\$0.395
HP ENVY Pro 6455	CA\$0.395
Epson Expression Home XP-4100	CA\$0.356
Epson WorkForce WF-2830	CA\$0.356
Canon PIXMA MG3620	CA\$0.344
HP ENVY Photo 7155	CA\$0.325
Brother MFC-J497DW	CA\$0.321
Canon PIXMA TS5320	CA\$0.317

Canon PIXMA MG2525	CA\$0.305
Canon PIXMA TS3320	CA\$0.305
HP OfficeJet Pro 6968	CA\$0.258
Epson WorkForce Pro WF-3720DWF	CA\$0.257
HP OfficeJet Pro 8022	CA\$0.245
HP OfficeJet 8015	CA\$0.245
Epson WorkForce Pro WF-4740DTWF	CA\$0.218
Epson WorkForce Pro WF-4730DTWF	CA\$0.218
Epson WorkForce Pro EC-4020	CA\$0.218
HP OfficeJet Pro 9025	CA\$0.172

Hong Kong

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	HK\$0.284
Average Competitor Cost	HK\$1.972
Percent Savings with HP Instant Ink (on average)	85.444%
HP DeskJet 3721	HK\$2.350
HP DeskJet 3720	HK\$2.350
HP DeskJet 2723	HK\$2.130
HP DeskJet 2331	HK\$2.130
HP ENVY 6020	HK\$2.130
HP DeskJet Plus 4120	HK\$2.130
Canon PIXMA TS8370	HK\$2.015
Canon PIXMA TS5370	HK\$1.844
Canon PIXMA TR4570	HK\$1.833
Canon PIXMA MG3670	HK\$1.833
Canon PIXMA MG3077	HK\$1.833
Epson XP-4101	HK\$1.680
Epson Expression XP-2101	HK\$1.680
Canon PIXMA TS5070	HK\$1.375

New Zealand

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	NZ\$0.071
Average Competitor Cost	NZ\$0.405
Percent Savings with HP Instant Ink (on average)	82.335%
Brother MFC-J491DW	NZ\$0.489
HP DeskJet 3720	NZ\$0.483
HP DeskJet 2720	NZ\$0.483
HP DeskJet 2320	NZ\$0.483
HP ENVY 6055	NZ\$0.483
HP ENVY 6430	NZ\$0.483
Canon PIXMA TS5160	NZ\$0.457
Canon PIXMA MG2460	NZ\$0.406
Canon PIXMA MG3060	NZ\$0.406
Canon PIXMA HOME OFFICE TR4560	NZ\$0.406
Canon PIXMA HOME TS3165	NZ\$0.406
Canon PIXMA TS8360	NZ\$0.395
Canon PIXMA TR7660	NZ\$0.382
Canon PIXMA TS6360	NZ\$0.382
HP OfficeJet Pro 9010	NZ\$0.249
HP OfficeJet 8010	NZ\$0.249
HP OfficeJet Pro 8020	NZ\$0.249

Puerto Rico

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	US\$0.036
Average Competitor Cost	US\$0.297
Percent Savings with HP Instant Ink (on average)	87.988%
Canon PIXMA E402	US\$0.425
Canon PIXMA E471	US\$0.425
Epson Expression XP-2101	US\$0.357
Canon PIXMA TS3110	US\$0.228
Canon PIXMA MG2510	US\$0.217
HP OfficeJet Pro 9020	US\$0.132

Singapore

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	S\$0.053
Average Competitor Cost	S\$0.357
Percent Savings with HP Instant Ink (on average)	85.219%
Epson XP-4101	S\$0.630
Epson Expression XP-2101	S\$0.630
Epson WorkForce WF-2851	S\$0.630
HP DeskJet 2330	S\$0.395
HP DeskJet 2332	S\$0.395
HP ENVY 6020	S\$0.395
HP ENVY 6055	S\$0.395
HP ENVY Pro 6420	S\$0.395
HP DeskJet 2722	S\$0.395
Canon PIXMA TS5370	S\$0.361
Canon PIXMA MG2570S	S\$0.361
Canon PIXMA MG3070S	S\$0.361
HP OfficeJet Pro 8020	S\$0.238
Canon PIXMA E3370	S\$0.127
Canon PIXMA E4270	S\$0.127
Canon PIXMA E560R	S\$0.114
Canon PIXMA E560	S\$0.114

Taiwan

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	NT\$1.071
Average Competitor Cost	NT\$9.256
Percent Savings with HP Instant Ink (on average)	88.424%
HP DeskJet 2332	NT\$9.833
HP DeskJet Plus 4120	NT\$9.833
HP DeskJet 1212	NT\$9.833
Canon PIXMA MG3670	NT\$9.311
Canon PIXMA MG2470	NT\$9.311
Canon PIXMA TR4570	NT\$9.200
Epson Expression XP-2101	NT\$8.362
Epson WorkForce WF-2831	NT\$8.362

United States

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	US\$0.036 USD
Average Competitor Cost	US\$0.262 USD
Percent Savings with HP Instant Ink (on average)	86.367%
Canon PIXMA TS3522	US\$0.370
Canon PIXMA TR8620	US\$0.307
HP DeskJet 2755	US\$0.303
HP ENVY 6055	US\$0.303
HP DeskJet 3755	US\$0.303
HP DeskJet 4155e	US\$0.303
HP DeskJet 4130e	US\$0.303
HP DeskJet 4120e	US\$0.303
HP DeskJet 4122e	US\$0.303
HP DeskJet 4110e	US\$0.303
HP ENVY 6432	US\$0.303
HP ENVY 6420e	US\$0.303
HP ENVY 6455e	US\$0.303
HP ENVY 6422	US\$0.303

HP ENVY 6432e	US\$0.303
HP ENVY 6430e	US\$0.303
HP ENVY Pro 6455	US\$0.303
Epson Expression Home XP-4100	US\$0.271
Epson WorkForce WF-2860DWF	US\$0.250
HP ENVY Photo 7155	US\$0.246
HP ENVY Photo 7855	US\$0.246
HP ENVY Photo 7858	US\$0.246
Canon PIXMA MG3620	US\$0.244
Canon PIXMA TS6420	US\$0.239
Canon PIXMA MG2522	US\$0.228
Canon PIXMA TS3322	US\$0.228
Canon TR4522	US\$0.228
Canon TR4520	US\$0.228
HP OfficeJet Pro 6968	US\$0.200
Epson Expression Premium XP-7100	US\$0.188
HP OfficeJet Pro 8025	US\$0.187
HP OfficeJet Pro 8035	US\$0.187
HP OfficeJet Pro 9015	US\$0.132
HP OfficeJet Pro 9025	US\$0.132

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 recognised as the industry's most trusted resource for unbiased information, analysis, and awards thanks 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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