KEYPOINT INTELLIGENCE

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

Objective

In November 2021, Keypoint Intelligence was contracted by HP Inc. to conduct a study to determine if HP Instant Ink toner service can save users up to 50% on toner in both Australia and New Zealand[1].

[1]Based on monthly subscription cost of HP Instant Ink 1,500-page plan without purchase of additional sets of pages compared to cost per page to print ISO/IEC 24711 pages on most in-class, traditional A4 monochrome toner cartridge printers and MFPs priced <$599 AUD and <$599 NZD using original standard-capacity cartridges. Sale prices not considered for this study. Average CPP per country used to determine percent savings versus CPP for HP Instant Ink toner service. HP Ink Advantage printers and printers which only use XL cartridges excluded due to non-standard hardware & supplies model. Keypoint Intelligence November 2021 study commissioned by HP, based on publicly available information as of October 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 toner service allows users to pick a subscription plan based on how many pages they print per month and not on the amount of toner used. Customers can choose from options ranging from 15- to 700- pages a month. As toner levels decrease over time, the printer alerts HP, triggering an automatic delivery of HP Original toner. Customers do not need to hesitate about printing in color, as both black and color toner are covered in the subscription, nor does it matter how much toner is printed on each page. Users help to eliminate waste, as unnecessary cartridges are not ordered. Further, 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 standard-yield cartridges for in-class monochrome laser 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 toner 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 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 totaled to create an overall CPP for the printer. All printer CPPs were then averaged. Percent savings with HP Instant Ink toner service was calculated by subtracting the local price of HP Instant Ink toner service 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 toner 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 October 2021 and is subject to change in other regions or at a later date.

Supporting Test Data

HP Instant Ink Toner Service Local Pricing

HP Instant Ink Toner Service 1,500-Page Plan Using Original HP Toner	Monthly Subscription Cost (Local Currency)
Australia	$44.99
New Zealand	$51.99

Country/Region CPP Tables

Australia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink toner service	$0.030
Average Competitor Cost	$0.071
Percent Savings with HP Instant Ink toner service (on average)	57.456%
HP LaserJet Pro M15W	$0.095
HP LaserJet Pro MFP M428FDN	$0.062
HP Laserjet Pro M404N	$0.062
HP LaserJet Pro M404DW	$0.062

New Zealand

Printer	Total Cost per Page (Local Currency)
HP Instant Ink toner service	$0.035
Average Competitor Cost	$0.095
Percent Savings with HP Instant Ink toner service (on average)	63.428%
HP LaserJet Pro M15A	$0.095
HP LaserJet MFP M234DW	$0.095

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