

July 2022

Save Up to 50% with HP Instant Ink¹

OBJECTIVE

In June 2022, 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 both Australia and New Zealand¹.

¹Based on monthly subscription cost of HP Instant Ink 700-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 color inkjet cartridge printers and MFPs priced <\$299AUD and <\$299NZD 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. HP Ink Advantage printers and printers which only use XL cartridges excluded due to non-standard hardware & supplies model. Keypoint Intelligence June 2022 study commissioned by HP, based on publicly available information as of May 2022. Printers selected by market share in IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2021Q4. 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 color, as both black and color ink are covered in the subscription, nor does it matter how much ink 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 and color standard-yield cartridges for in-class color ink 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 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 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 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 May 2022 and is subject to change in other regions or at a later date.

SUPPORTING DATA

HP Instant Ink Local Pricing

HP Instant Ink 700-Page Plan Using Original HP Ink	Monthly Subscription Cost (Local Currency)
Australia	\$39.99
New Zealand	\$49.99

Country/Region CPP Tables

Australia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink	\$0.057
Average Competitor Cost	\$0.240
Percent Savings with HP Instant Ink (on average)	76.193%
DeskJet 3720	\$0.532
DeskJet 2332	\$0.225
DeskJet 4120e	\$0.225
DeskJet 2720e	\$0.225
PIXMA TS3160	\$0.140
DeskJet 2721e	\$0.225
Expression Home XP-4100	\$0.272
PIXMA TS5160	\$0.150
Expression Home XP-4105	\$0.272
Expression Home XP-2105	\$0.272
Expression Home XP-2100	\$0.272
DeskJet 2330	\$0.225
DeskJet 3721	\$0.242
PIXMA HOME TS3165	\$0.140
DeskJet 2723E	\$0.225
WorkForce Pro WF-3825DWF	\$0.685
OfficeJet Pro 9012e	\$0.233
MFC-J4440DW	\$0.080
WorkForce WF-2830	\$0.272
PIXMA TS6360	\$0.292
PIXMA MG2460	\$0.140
PIXMA TR8660	\$0.292

PIXMA TS3465	\$0.140
PIXMA MG3660	\$0.150
OfficeJet 8010e	\$0.281
PIXMA TS3460	\$0.140
OfficeJet Pro 9020e	\$0.233
MAXIFY MB5460	\$0.149
WorkForce WF-2810DWF	\$0.272
PIXMA TS5360	\$0.156
Expression Premium XP-6100	\$0.284

New Zealand

Printer	Total Cost per Page (Local Currency)
HP Instant Ink	\$0.071
Average Competitor Cost	\$0.263
Percent Savings with HP Instant Ink (on average)	72.842%
OfficeJet Pro 9010	\$0.255
PIXMA MG2460	\$0.211
DeskJet 2723	\$0.242
DeskJet 2332	\$0.242
MFC-J1010DW	\$0.539
OfficeJet 8010	\$0.271
PIXMA MG2560	\$0.211
DeskJet 3720	\$0.267
DeskJet 3721	\$0.267
PIXMA TS5360	\$0.211
PIXMA HOME OFFICE TR4560	\$0.211
PIXMA TS3465	\$0.211
PIXMA TR4660	\$0.211
MFC-J4440DW	\$0.117
PIXMA TS3160	\$0.211
ENVY 6030	\$0.242
Expression Home XP-3100	\$0.460
WorkForce WF-2830	\$0.460
PIXMA MG3060	\$0.211
PIXMA TS3460	\$0.211

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 [keypointintelligence.com](https://www.keypointintelligence.com), or email info@keypointintelligence.com.