



Store Brand Imaging Supplies Study 2006

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Project Objectives

This study is designed to help OEMs, third-party aftermarket supplies vendors, and leading imaging supplies resellers understand the impact and opportunity for house brand imaging supplies. It will:

- Assess customer awareness, perception, and usage of brands and channels by type of product
- Profile who is purchasing these brands and using these channels
- Describe the primary purchase motivators and inhibitors
- Determine the thresholds and tradeoffs related to factors such as price, brand, quality, and convenience
- Assess the customer experience and satisfaction with brands and channels
- Identify and profile the major store/house brands
- Assess the impact of emerging channels (i.e. refill retailers, grocery stores, and Internet dealers)
- Size the market in terms of imaging supply category by market segment, channel, and type of brand
- Estimate the future market share in terms of supply category by type of brand
- Provide strategy recommendations for product development, marketing, and distribution

Methodology

InfoTrends conducted extensive primary and secondary research on the house brand market, including a review of published material, interviews with industry vendors and resellers, and structured surveys with consumers (805) and office supplies decision-makers (1,318). The U.S. consumer Web-based survey was administered at the end of November 2005, and participants were entered into a drawing for a cash prize.

The surveys for the home users and the businesses were very similar and had comparable questions, but home users were asked about inkjet cartridges and photo paper while businesses were questioned on monochrome/color laser toners and copier toners. This end-user research was essential in determining brand preferences, channel preferences, price sensitivity, decision tradeoffs, and other factors influencing the selection of an imaging supply brand. Conducting this primary and secondary research enabled InfoTrends to generate supporting Data Tables, Figures, and a market forecast. The data tabulations and Figures from each survey are included in this document.