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Q1 2026

Market Report

What's Happening in the Printing Industry



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Key signals from Q1, based on newsflow, products & industry insights



Q1 2026 at a Glance

- 1 OEMs are restructuring strategies and operations**
- 2 AI and digital transformation continue to accelerate**
- 3 Cost pressures remain structural**
- 4 Sustainability is moving from strategy to execution**
- 5 The industry is shifting from hardware to lifecycle and solutions**

Key Trend 1– OEM Strategy Shift

OEMs are Repositioning

- HP reinforces commitment to large-format printing
- Boise site closure marks the end of an era
- Focus shifting toward efficiency and strategic realignment



OEMs are restructuring how and where they compete



Key Trend 2 – AI & Digital Transformation

From Hardware to Digital Ecosystems

- Sharp acquires Synapse Innovation
- Strengthening ERP and AI-driven services



Value is shifting from devices → data & services

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Key Trend 3 – Strategic Alliances

Partnerships Reshaping the Channel

- Ricoh + Brother (A4 portfolio expansion)
- RJ Young + Xerox partnership

 **Collaboration is becoming critical for portfolio completeness**



Key Trend 4 – Cost Pressure & Pricing

Rising Costs Across the Value Chain

- Ricoh price increase (April 2026)
- Europe: rising costs in paper, inks, and logistics



Sustainability = operational model, not branding

Key Trend 6 – Industry Tensions

OEM vs Aftermarket

- HP firmware disables reman cartridges



Control of the aftermarket = key battleground



Key Trend 7 – Security & Intelligent Printing

Printing as Digital Infrastructure

- Xerox Workplace Solutions launch

 **Print is evolving into secure, intelligent workflow infrastructure**



Product Highlights – Hardware Innovation

A3 & A4 Devices

- Canon imageFORCE expansion
- HP quantum-resistant printers
- Brother high-durability A4 devices
- Kyocera Nova Series



Trends:

- Security
- Durability
- Efficiency



Product Highlights – New Applications

Beyond Traditional Printing

- Label printing (Canon, SATO, DTM)
- Barcode & logistics (G&G)
- UV DTF (Roland)
- Consumer/creative (Epson, Fujifilm)



Trends:

- **Application diversification**
- **Growth in niche segments**



Product Launch

OEM	NEW RELEASE	CATEGORY	HIGHLIGHTS
Canon	imageFORCE C1935P color printer	A3 color single function printer	Focusing on productivity, security, and sustainability
	imageFORCE 1643 Series	A4 single or MFP	
	LG-P800	8-inch-wide full-color label printer	Help businesses produce high-quality labels with greater flexibility and speed
	imageCLASS MF563x/LBP335x	A4 monochrome laser printers	Up to 43 ppm print speeds, standard auto-duplexing, and advanced security
HP	LaserJet Pro 4000/4100 Series	A4 monochrome laser printers	Focusing on improving document workflows, security, and operational efficiency for businesses
	LaserJet Enterprise 5000/6000 Series		
Epson	Expression Photo XP-980	Large Format Printer	Supporting wide-format, borderless printing up to 11 x 17 inches and uses a six-color ink system designed for photo output
Brother	HL-I8570CDW/L8430CDW	A4 color laser printers and multifunction devices	Deliver a seven-year product durability lifecycle
	MFC-L8970CDW/L8730CDW		
	DCP-J7205CDW	A3 inkjet multifunction printer	A3 functions without fax capabilities
Kyocera	Nova Series: TASKalfa MZ7500i/MZ8500/MZ9500i/MZ10500i/MZ7500ci/MZ8500ci/MZ9500ci	A3 multifunction printers	Improving productivity, streamlining workflows, and supporting sustainability goals for businesses and print dealers
Fujilm	ApeosPort C5570/3570 R	A3 colour remanufactured multifunction printers	Promoting resource circulation while maintaining business-grade performance and usability
	Instax mini Link+™	Smart phone printer	Allowing users to preview, customize, and refine images before printing
G&G	GG-D404 4	4-inch desktop barcode printer	Delivering fast direct thermal printing, clear barcodes, and easier multi-device sharing



Industry Voices

“Label printing proves that necessity is indeed the mother of speedy invention.”

— David Gibbons, Industry Consultant



“Technical wins get you into the market. Channel trust keeps you there.”

— Koichi Yoshizuka, CEO of QRIE Ltd



Industry Voices

“Hardware has become the commodity, and the workflow is the new currency.”

— Jamie Bsales, Principal Analyst of Workplace Solutions and Print Security at Keypoint Intelligence



“Data-driven approach allows remanufacturing to operate as a predictable industrial process rather than a manual refurbishment activity.”

— Graham Galliford, Industry Consultant



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