

July, 2026

# Q2 2026



# Market Review

Key Developments Shaping the Printing & Imaging Supplies Industry

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**RTMworld.com**

Key signals from Q2, based on newsflow, products & industry insights



# Q2 2026 at a Glance

- 1 OEMs continue to restructure manufacturing footprint
- 2 AI expands from printer features to business services
- 3 China's consumables industry enters another consolidation cycle
- 4 Sustainability becomes mainstream product positioning
- 5 Hardware innovation increasingly focuses on enterprise workflow rather than print performance.

# Signal 1 – OEMs Continue Restructuring Manufacturing & Partnerships

## Key Developments

- ✓ Manufacturing Optimization
  - Ricoh sold Shenzhen subsidiary
  - Canon closed Philippines laser printer plant
- ✓ Strategic Collaboration
  - Sharp × Foxconn partnership
  - Manufacturing + Supply Chain + Market Channels

👉 OEMs are optimizing manufacturing capacity while strengthening strategic partnerships to improve competitiveness.



# Signal 2 – China's Aftermarket Continues Consolidating

## Key Developments

- ✓ Industry Exit
  - Dinglong exits printing consumables
- ✓ Industry Consolidation
  - Befon acquires a 60% controlling share of Mito & Retech
- ✓ Capital Market
  - GoldenGreen enters delisting process

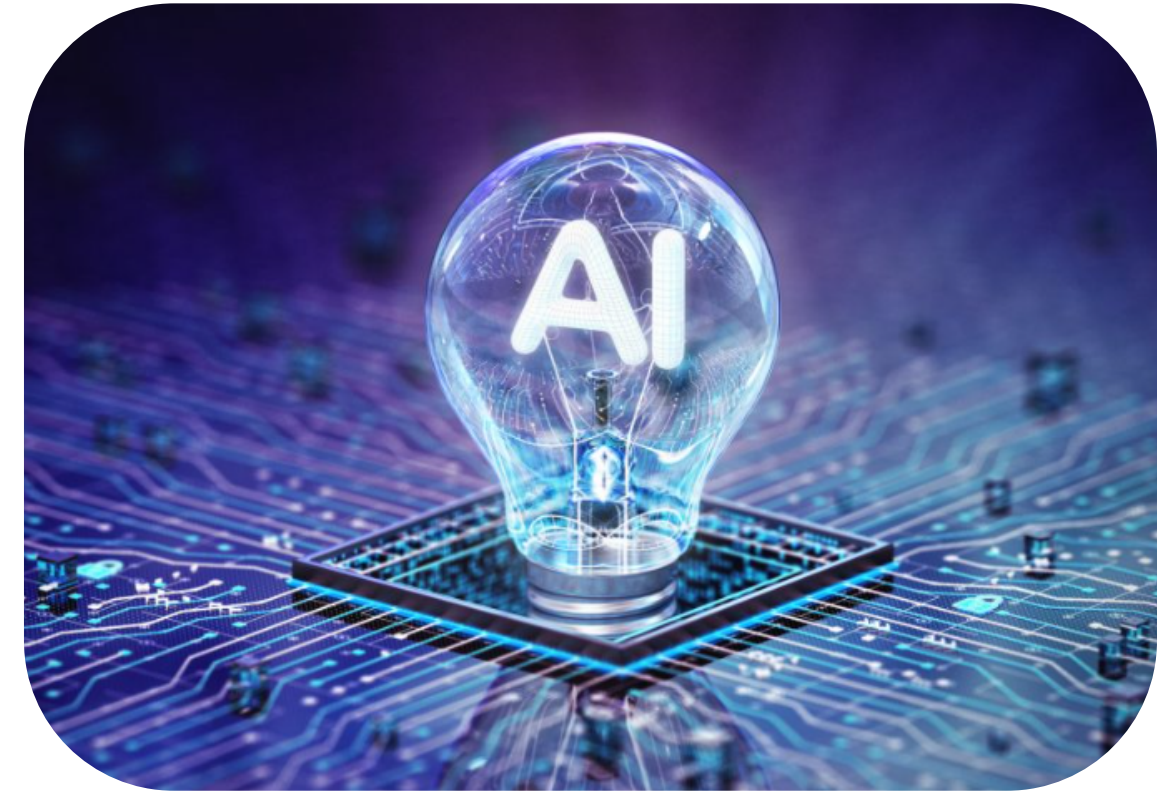


👉 **Traditional consumables businesses continue to consolidate as companies diversify into higher-growth sectors.**

# Signal 3 – AI Moves Beyond Printer Features

## AI is becoming a business capability

- Xerox IT as a Service
- Ricoh AI Consulting
- Konica Minolta AI Experience Centre
- Pantum AI-powered MFP



**Industry Shift: from AI-enabled printer ➡ AI-enabled business services**

# Product Innovation

## Q2 Product Launch Priorities

- ✓ Sustainability & Efficiency
- ✓ Enterprise Security
- ✓ Workflow Automation
- ✓ Lower Operating Costs
- ✓ AI Integration
- ✓ Color Office Printing



# New Launches

| OEM            | NEW RELEASE                                                       | CATEGORY                                   | HIGHLIGHTS                                                                                                                                                                                                                        |
|----------------|-------------------------------------------------------------------|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Canon          | imageRUNNER ADVANCE DX C5800 RM Series                            | A3 color multifunction printers            | Provide enterprise scalability, fleet consistency, high-resolution output, <b>security features</b> , and <b>sustainability</b> -focused design.                                                                                  |
|                | imageFORCE C3100 Series                                           |                                            |                                                                                                                                                                                                                                   |
|                | imageFORCE 4100 Series                                            |                                            |                                                                                                                                                                                                                                   |
| Ricoh          | IM 2510, IM 3010, IM 3510, IM 4510, IM 5510, IM 6010, and IM 7010 | A3 monochrome multifunction printers       | Deliver consistent document output while supporting <b>office workflows</b> and <b>enterprise information management</b> .                                                                                                        |
| Konica Minolta | bizhub C288i                                                      | A3 color multifunction printer             | Support <b>digital transformation initiatives</b> in small and medium-sized offices facing shortages of IT personnel.                                                                                                             |
| Epson          | EcoTank ET-2920/4900                                              | EcoTank Printers                           | Meet increasing demand for <b>lower operating costs</b> and <b>reduced maintenance</b> requirements.                                                                                                                              |
| Xerox          | C240/C245, C255a series                                           | A4 color printers & multifunction printers | Support for <b>post-quantum cryptography</b> (PQC), <b>energy-efficient</b> design with more than 50% post-consumer <b>recycled plastic</b> , and compatibility with the Xerox App for device management, printing, and scanning. |
|                | C300/C303a/C305ae series                                          |                                            |                                                                                                                                                                                                                                   |
| Fujifilm       | Apeos C3567                                                       | A3 color multifunction printers            | Utilize ELFEAT <b>low-temperature fusing toner</b> technology to <b>reduce energy consumption</b> and improve overall <b>efficiency</b> .                                                                                         |
|                | Apeos C3061                                                       |                                            |                                                                                                                                                                                                                                   |
| HP             | HP DesignJet Z6/ Z9+ PostScript Printer Series                    | Large-format printers                      | Designed for applications such as <b>professional photography, retail graphics, posters</b> , and <b>technical printing</b> .                                                                                                     |
| Pantum         | Vibrant 25 Series printers                                        | A4 printers                                | Focus on <b>color printing, workflow efficiency</b> , and <b>cost management</b> .                                                                                                                                                |
|                | Smart AI printers                                                 | AI printers                                | Combine printing, <b>interactive AI assistance, voice communication</b> , and <b>educational support</b>                                                                                                                          |



# What Changed?

## OEM Product Strategy is Evolving

### Traditional Focus

- Speed
- Resolution
- Print Performance



### Today's Focus

- Enterprise Workflow
- Security
- Fleet Management
- Sustainability
- Business Value

 Hardware innovation increasingly supports business transformation rather than standalone printing.

# What Q2 Means

## Four Industry Takeaways

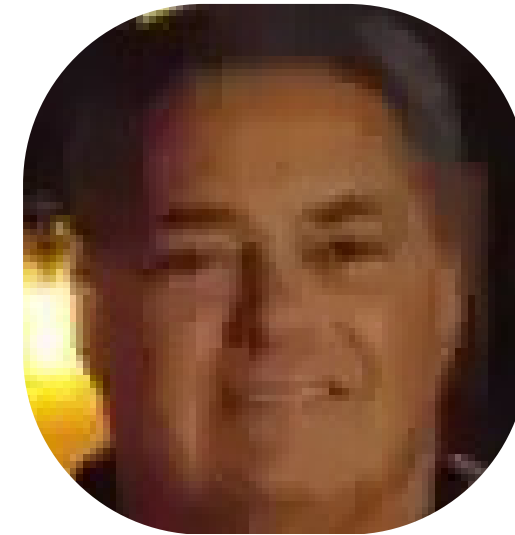
- ✓ Manufacturing optimization continues
- ✓ AI becomes a strategic business platform
- ✓ Sustainability remains a competitive priority
- ✓ Aftermarket consolidation accelerates industry transformation



# Industry Perspectives

"The future of our industry isn't the page anymore. It's what happens around the page. "

——Art Post, founder of the Print4Pay Hotel community



"The real shift is not the disappearance of print, but the gradual movement of value toward new layers of the business."

——Gustavo Molinatti, Publisher of Guía del Reciclador



# Industry Perspectives

"If Epson can create new opportunities by applying printing technology outside conventional printers, could an aftermarket company do something similar?"

——Koichi Yoshizuka, CEO of QRIE Ltd.



"Printing becomes just one step in a broader intelligent document pipeline."

——Graham Galliford, Industry Consultant



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