
Case

Study

Contact Information

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Identifying Photo ID Market Size and Trends Helps Imaging Vendor Develop Strategy

Client: An imaging vendor.

Business Issue: An imaging vendor had the goal of expanding in the photo ID market. The company needed information regarding the market size of hardware and consumables volume; the instant film base; the digital base; distribution and preferred channels; trends in photo ID regulation; and the size of the U.S. market for digital passport systems.

The Solution: InfoTrends determined the current market size of the aforementioned areas and examined service issues that customers have experienced. In addition, it determined the preferred methods of photo ID printing among consumers as well as their use of the various channels.

In achieving the project objectives, InfoTrends answered several critical questions:

- What is the current market size?
- What are the preferred distribution channels?
- What service issues are consumers experiencing?
- What are the pertinent trends in photo ID regulation?

The Results: A presentation providing information on market size and trends helped the client understand and act upon the research results. This data provided the client with an objective view of consumers' use of photo ID services, enabling it to potentially market and develop its products and services. The client was able to better determine which channels customers were using as well as what available products and services were proving to be most successful.

Getting Started

For more information about InfoTrends' project capabilities and how we can help you, please contact Matt O'Keefe at 781-616-2100 x 115 or by e-mail at matt_okeefe@infotrends.com.