

JULY 2020

Save Up to 50% with HP Instant Ink¹

Objective

In July 2020, Keypoint Intelligence was contracted by HP to conduct a study to determine if HP Instant Ink can save users up to 50% on ink in Australia, Canada, New Zealand, and the United States¹.

The research team at Keypoint Intelligence evaluated the cost per page (CPP) of the Instant Ink program against the CPP of comparable in-class color inkjet printers and MFPs to determine if the service offered savings¹. Based on publicly available information, Keypoint Intelligence analysts found the majority of comparable devices to have higher CPPs, proving the HP Instant Ink Service can offer up to 50% savings¹ in these countries.

¹Based on monthly subscription cost of HP Instant Ink 700-page plans 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 & MFPs using original standard capacity cartridges priced for: Australia <299 AUD; New Zealand <349 NZD; Canada <=399 CAD & United States <399 USD. Sale prices not considered for this study. HP Ink Advantage printers excluded due to non-standard hardware & supplies model. Buyers Lab July 2020 study commissioned by HP, based on publicly available information as of June 1, 2020. Printers selected by market share in IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2020Q1. 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. When the ink starts to get low 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, ensuring cartridges can be reused and repurposed instead of becoming landfill. 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 and Findings

Keypoint Intelligence examined the price of black and color standard-yield cartridges for in-class color inkjet printers and MFPs that make up 80% of the market share, based on IDC data specific to the 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 CPP per cartridge 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. Actual CPP for competitive cartridges may vary by number of pages printed and content of pages printed. For Canada, the HP Instant Ink service can save an average of 86.44% on the CPP. The lowest average saved was New Zealand, which still saved an impressive average of 79.20%. When comparing CPP, the HP Instant Ink service 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 June 2020 and is subject to change in other regions or at a later date.

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For details: www.keypointintelligence.com/HPInstantInk

Supporting Data Tables

HP Instant Ink Local Pricing

HP Instant Ink 700-Page Plan	Total Cost per Page (Local Currency)
Australia	\$0.061
Canada	\$0.041
New Zealand	\$0.071
United States	\$0.036

Country CPP Charts

Australia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	\$0.061
Average Competitor Cost	\$0.398
HP DeskJet 2130	\$0.457
HP DeskJet 2131	\$0.457
HP DeskJet 2620	\$0.503
HP DeskJet 2621	\$0.503
HP DeskJet 2623	\$0.503
HP DeskJet 3720	\$0.503
HP DeskJet 3721	\$0.503
HP ENVY 5020	\$0.503
HP ENVY 5030	\$0.503
HP ENVY 6055	\$0.397
Epson Expression Home XP-2105	\$0.443
Epson Expression Home XP-340	\$0.423
Epson Expression Home XP-440	\$0.423
Epson Expression Photo XP-8500	\$0.343
Epson Expression Premium XP-540	\$0.399
Epson Expression Premium XP-6100	\$0.363
HP OfficeJet 5220	\$0.457
HP OfficeJet Pro 8020	\$0.281
HP OfficeJet Pro 8028	\$0.281
CANON PIXMA HOME OFFICE TR4560	\$0.356
CANON PIXMA HOME TS3165	\$0.356
CANON PIXMA MG2460	\$0.356
CANON PIXMA MG2560	\$0.356
CANON PIXMA MG3660	\$0.353
CANON PIXMA TR8560	\$0.420
CANON PIXMA TS3160	\$0.356
CANON PIXMA TS3360	\$0.356
CANON PIXMA TS5060	\$0.294
CANON PIXMA TS5160	\$0.353
CANON PIXMA TS6360	\$0.420
CANON PIXMA TS8360	\$0.500
Epson WorkForce Pro WF-3720DWF	\$0.276
Epson WorkForce Pro WF-3725DWF	\$0.276
Epson WorkForce Pro WF-4745	\$0.231
Epson WorkForce WF-2860DWF	\$0.419

Canada

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	\$0.041
Average Competitor Cost	\$0.324
Brother MFC-J497DW	\$0.315
CANON PIXMA MG2525	\$0.300
CANON PIXMA MX532	\$0.317
CANON PIXMA TR4527	\$0.267
CANON PIXMA TS3120	\$0.300
CANON PIXMA TS3320	\$0.267
CANON PIXMA TS3329	\$0.267
CANON PIXMA TS5320	\$0.317
CANON PIXMA TS6320	\$0.404
CANON PIXMA TS9120	\$0.404
Epson Expression Home XP-4100	\$0.372
Epson Expression Home XP-440	\$0.353
Epson Expression Premium XP-6100	\$0.310
Epson WorkForce Pro WF-3720DWF	\$0.271
Epson WorkForce Pro WF-4730DTWF	\$0.230
Epson WorkForce Pro WF-4740DTWF	\$0.230
Epson WorkForce WF-2630WF	\$0.328
Epson WorkForce WF-2760DWF	\$0.328
Epson WorkForce WF-2830	\$0.372
Epson WorkForce WF-2860DWF	\$0.343
HP DeskJet 1112	\$0.372
HP DeskJet 2655	\$0.395
HP DeskJet 3630	\$0.372
HP DeskJet 3632	\$0.372
HP DeskJet 3755	\$0.395
HP ENVY 5052	\$0.395
HP OfficeJet 3830	\$0.372
HP OfficeJet 5255	\$0.372
HP OfficeJet Pro 6968	\$0.258
HP OfficeJet Pro 8000	\$0.124

New Zealand

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	\$0.071
Average Competitor Cost	\$0.382
Brother MFC-J491DW	\$0.280
CANON MAXIFY MB2160	\$0.329
CANON MAXIFY MB5160	\$0.163
CANON PIXMA HOME OFFICE TR4560	\$0.417
CANON PIXMA MG2460	\$0.417
CANON PIXMA MG3060	\$0.417
HP DeskJet 2130	\$0.417
HP DeskJet 2621	\$0.533
HP DeskJet 3720	\$0.533
HP ENVY 5020	\$0.533
HP ENVY Photo 6220	\$0.417
HP OfficeJet Pro 8020	\$0.268
HP OfficeJet Pro 9010	\$0.249

The United States

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	\$0.036
Average Competitor Cost	\$0.235
Brother MFC-J497DW	\$0.195
CANON PIXMA MG2522	\$0.228
CANON PIXMA MG3620	\$0.244
CANON PIXMA TR8520	\$0.219
CANON PIXMA TS3322	\$0.228
CANON PIXMA TS5120	\$0.244
CANON PIXMA TR4520	\$0.228
CANON PIXMA TR4522	\$0.228
Epson Expression Home XP-340	\$0.256
Epson Expression Home XP-440	\$0.256
Epson WorkForce Pro WF-4740DTWF	\$0.167
HP DeskJet 2655	\$0.303
HP DeskJet 3755	\$0.303
HP ENVY 5055	\$0.303
HP ENVY Photo 7155	\$0.246
HP ENVY Photo 7855	\$0.246
HP ENVY Photo 7858	\$0.246
HP OfficeJet 3830	\$0.286

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	\$0.036
Average Competitor Cost	\$0.235
HP OfficeJet 5255	\$0.286
HP OfficeJet 5260	\$0.286
HP OfficeJet Pro 8025	\$0.187
HP OfficeJet Pro 8035	\$0.187
HP OfficeJet Pro 9015	\$0.132
HP OfficeJet Pro 9025	\$0.132

About Keypoint Intelligence - Buyers Lab

Keypoint Intelligence is a one-stop shop for the digital imaging industry. With our unparalleled services and unmatched depth of knowledge, we cut through the noise of data to offer clients the independent insights and responsive tools they need.

For over 50 years, Buyers Lab has been the global document imaging industry's resource for unbiased and reliable research, test data, and competitive information services. In addition to publishing the industry's most comprehensive and accurate test reports, each representing months of hands-on testing in our U.S. and UK laboratories, we have been the leading organization for extensive specifications/pricing databases on MFPs, printers, scanners, and software. Buyers Lab also provides consulting services and a range of private testing services that include document imaging device beta and pre-launch testing, performance certification testing, consumables testing (toner, ink, fusers, and photoconductors), solutions evaluations, and media runnability testing.

For more information on Buyers Lab, please call (973) 797-2100, visit www.keypointintelligence.com, or email info@keypointintelligence.com.