

April 2022

## Save Up to 50% with Canon PIXMA Print Plan\*

**PIXMA PRINT PLAN**

### Objective

In February 2022, Keypoint Intelligence was contracted by Canon to conduct a study to determine if its Canon PIXMA Print Plan can save users up to 50% on ink in Western Europe<sup>1</sup>.

\* Average total cost per page (CPP) of all 20 competitive models used to determine percent savings using Canon PIXMA Print Plan.

<sup>1</sup>Based on monthly subscription cost of Canon PIXMA Print Plan's 200-page plan (€9.99/month) without purchase of additional sets of pages compared to cost per page to print ISO/IEC 24711 pages from the top 20-selling colour inkjet all-in-ones (AIOs) in Western Europe priced between €100 and €200 using original standard-capacity cartridges. Sale prices not considered for this study. Keypoint Intelligence March 2022 study commissioned by Canon, based on publicly available information as of February 11, 2022. Printers selected through IDC Quarterly Hardcopy Peripherals Tracker - Final Historical Q4 2021. Status of models (current or discontinued) may vary between date of Q4 IDC data and publication of this study. For details: [www.keypointintelligence.com/CanonPIXMAPrintPlan](http://www.keypointintelligence.com/CanonPIXMAPrintPlan)

### Background

Exclusively available for select PIXMA printers, Canon's PIXMA Print Plan program gives users a choice from several different subscription plans based on how many pages they expect to print per month rather than on the amount of ink they use. Plans range from 30- to 200-pages a month and cover the cost of both black and colour inks as well as shipping costs. Ink levels are monitored by the device in use, which pushes out alerts as ink depletes so new cartridges can be shipped and delivered right to the customer's home in time for cartridge replacement. Not only are users not charged for the amount of ink put onto each page, but users also help to reduce cartridge waste by only ordered supplies as needed. The user's enrollment can be modified or cancelled at any time, giving customers the flexibility to alter their subscription as their printing needs change.

## Methodology & Findings

Keypoint Intelligence examined the price of black and colour standard-yield cartridges for the top 20-selling in-class colour inkjet MFPs in Western Europe, based on IDC data. Analysts reviewed OEM publications to identify the correct ink cartridge for each 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 Euros (€).

Keypoint Intelligence calculated cost per page per printer cartridge for each of the 20 models examined 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 for the printer. All printer CPPs were then averaged. Percent savings with Canon's PIXMA Print Plan was calculated by subtracting the local price of the plan's 200-page/month plan from the total CPP of the printer's cartridges and dividing the results by the average total CPP. 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 February 2022 and is subject to change in other regions or at a later date. Actual CPP for competitive cartridges may vary by number of pages printed and content of pages printed.

Keypoint Intelligence analysts found the PIXMA Print Plan to save less than 50% for one of the 20 models assessed (Brother MFC-J4335DW). However, when comparing average total CPP of all competitive devices in this study, the Canon PIXMA Print Plan can offer users up to 50% savings on ink\*, and often exceeds that number.

# Supporting Test Data

## Canon PIXMA Print Plan Local Pricing & CPP Analysis

### Western Europe

Printer	Total Cost per Page (Local Currency)	Percent Savings with Canon PIXMA Print Plan
Canon PIXMA Print Plan (200pp/month)	€0.049	
Average Competitor Cost	€0.206	
Percent Savings with Canon PIXMA Print Plan*	75.796%	
HP ENVY 6432e	€0.238	79.026%
Canon PIXMA TR4550	€0.244	79.557%
Canon PIXMA TS6350	€0.265	81.181%
HP ENVY 6430	€0.238	79.026%
Epson WorkForce WF-2840DWF	€0.278	82.010%
HP ENVY 6420e	€0.238	79.026%
HP Officejet Pro 7740	€0.143	65.092%
HP Officejet 6950	€0.178	71.873%
HP ENVY Photo 6230	€0.240	79.217%
HP ENVY 6432	€0.238	79.026%
HP Officejet 8012e	€0.165	69.677%
Canon PIXMA TS7450	€0.272	81.644%
Brother MFC-J1010DW	€0.230	78.250%
HP Officejet Pro 7720 Wide Format	€0.143	65.092%
Brother MFC-J4335DW	€0.058	14.337%
Brother MFC-J5330DW	€0.131	61.823%
Canon PIXMA TS5151	€0.275	81.829%
HP ENVY 6430e	€0.238	79.026%
HP Officejet 8014e	€0.165	69.677%
Epson Expression Photo XP-8600	€0.150	66.672%

---

## About Keypoint Intelligence

For 60 years, clients in the digital imaging industry have relied on Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

For more information on Keypoint Intelligence, please call (973) 797-2100, visit [www.keypointintelligence.com](http://www.keypointintelligence.com), or email [info@keypointintelligence.com](mailto:info@keypointintelligence.com)