

October 2022

Save Up to 50% with HP Instant Ink¹



OBJECTIVE

In October 2022, Keypoint Intelligence was contracted by HP Inc. to conduct a study to determine if HP Instant Ink can save users up to 50% on Original HP ink in Australia, Canada, Hong Kong, New Zealand, Puerto Rico, Singapore, Taiwan, and the United States¹.

¹Based on monthly subscription cost of HP Instant Ink 700-page plan without purchase of additional sets of pages compared to cost per page (CPP) to print ISO/IEC 24711 pages on most HP, A4 color inkjet cartridge printers and MFPs. Comparative printers are priced at or below the most expensive HP Instant Ink-eligible printer in each country using local currency, as of September 2022. Sale prices not considered for this study. Average CPP per country used to determine percent savings versus CPP for HP Instant Ink. HP Ink Advantage printers, printers sold through contract, and other printers which only use XL cartridges excluded due to non-standard hardware & supplies model. Keypoint Intelligence October 2022 study commissioned by HP. Printers selected by market share in IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2022Q2. www.keypointintelligence.com/HPIstantInk

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 10- to 700-pages a month. As ink levels decrease over time, 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. 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 & FINDINGS

Keypoint Intelligence examined the price of black and color standard-yield cartridges for in-class HP color inkjet printers and MFPs that make up 80% of the market share, based on IDC data specific to the country/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, nor was contractual pricing. All prices are noted in local currency.

Keypoint Intelligence calculated cost per page (CPP) per printer cartridge in each country/region 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 HP Instant Ink was calculated by subtracting the local price of HP Instant Ink from the average total CPP and dividing the results by the average total CPP. Actual CPP for other cartridges may vary by number of pages printed and content of pages printed. When comparing CPP, HP Instant Ink 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 September 2022 and is subject to change in other regions or at a later date.

SUPPORTING DATA

HP Instant Ink Local Pricing

HP Instant Ink 700-Page Plan Using Original HP Ink	Monthly Subscription Cost (Local Currency)
Australia	A\$39.99
Canada	CA\$28.99
Hong Kong	HK\$198.80
New Zealand	NZ\$49.99
Puerto Rico	US\$24.99
Singapore	S\$36.90
Taiwan	NT\$750.00
United States	US\$24.99

Country/Region CPP Tables

Australia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink CPP	A\$0.057
Average CPP	A\$0.546
Percent Savings with HP Instant Ink (on average)	89.546%
HP DeskJet 2720e	A\$0.532
HP DeskJet 2332	A\$0.532
HP DeskJet 2721e	A\$0.532
HP DeskJet 2723e	A\$0.532
HP DeskJet 3720	A\$0.598
HP DeskJet 4120e	A\$0.532
HP DeskJet 2330	A\$0.532
HP DeskJet 3721	A\$0.598
HP DeskJet 2722e	A\$0.532

Canada

Printer	Total Cost per Page (Local Currency)
HP Instant Ink	CA\$0.041
Average CPP	CA\$0.352
Percent Savings with HP Instant Ink (on average)	88.226%
HP DeskJet 2755	CA\$0.413
HP OfficeJet Pro 6968	CA\$0.271
HP DeskJet 4155e	CA\$0.413
HP ENVY 6055	CA\$0.413
HP OfficeJet Pro 8022	CA\$0.248

Hong Kong

Printer	Total Cost per Page (Local Currency)
HP Instant Ink	HK\$0.284
Average CPP	HK\$2.405
Percent Savings with HP Instant Ink (on average)	88.190%
HP DeskJet 2723	HK\$2.133
HP ENVY 6020	HK\$2.133
HP DeskJet 3721	HK\$2.812
HP DeskJet 3720	HK\$2.812
HP ENVY 6455e	HK\$2.133

New Zealand

Printer	Total Cost per Page (Local Currency)
HP Instant Ink	NZ\$0.071
Average CPP	NZ\$0.425
Percent Savings with HP Instant Ink (on average)	83.178%
HP DeskJet 2720	NZ\$0.413
HP ENVY 6030	NZ\$0.413
HP DeskJet 2332	NZ\$0.413
HP DeskJet 3720	NZ\$0.481
HP ENVY 6020e	NZ\$0.413
HP DeskJet 2330	NZ\$0.413
HP ENVY 6430	NZ\$0.413
HP ENVY Inspire 7220e	NZ\$0.437

Puerto Rico

Printer	Total Cost per Page (Local Currency)
HP Instant Ink	US\$0.036
Average CPP	US\$0.151
Percent Savings with HP Instant Ink (on average)	76.331%
HP OfficeJet Pro 9020	US\$0.137
HP OfficeJet Pro 8210	US\$0.165

Singapore

Printer	Total Cost per Page (Local Currency)
HP Instant Ink	S\$0.053
Average CPP	S\$0.362
Percent Savings with HP Instant Ink (on average)	85.453%
HP DeskJet 2722e	S\$0.434
HP DeskJet 2723e	S\$0.434
HP OfficeJet Pro 8020e	S\$0.252
HP ENVY 6020e	S\$0.434
HP OfficeJet Pro 9010e	S\$0.203
HP DeskJet 4120e	S\$0.434
HP OfficeJet Pro 8210	S\$0.201
HP DeskJet 2330	S\$0.434
HP ENVY 6420e	S\$0.434

Taiwan

Printer	Total Cost per Page (Local Currency)
HP Instant Ink	NT\$1.071
Average CPP	NT\$10.935
Percent Savings with HP Instant Ink (on average)	90.202%
HP DeskJet 2332	NT\$10.935
HP DeskJet 1212	NT\$10.935
HP DeskJet Plus 4120	NT\$10.935
HP DeskJet 2722	NT\$10.935

United States

Printer	Total Cost per Page (Local Currency)
HP Instant Ink	US\$0.036
Average CPP	US\$0.287
Percent Savings with HP Instant Ink (on average)	87.558%
HP DeskJet 2755e	US\$0.321
HP DeskJet 4155e	US\$0.321
HP DeskJet 2755	US\$0.321
HP OfficeJet Pro 8035e	US\$0.265
HP ENVY 6455e	US\$0.321
HP DeskJet 2752	US\$0.321
HP OfficeJet Pro 6978	US\$0.209
HP OfficeJet Pro 8025e	US\$0.224
HP ENVY Inspire 7955e	US\$0.257
HP DeskJet 3755	US\$0.331
HP DeskJet 2725	US\$0.321
HP ENVY Inspire 7255e	US\$0.257
HP OfficeJet Pro 9015e	US\$0.244
HP ENVY 6055	US\$0.321
HP OfficeJet 8040	US\$0.251
HP OfficeJet Pro 8028	US\$0.265
HP ENVY 6055e	US\$0.321

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 keypointintelligence.com, or email info@keypointintelligence.com.