

September 2021

Save Up to 70% with HP Instant Ink¹



Objective

In August 2021, Keypoint Intelligence was contracted by HP Inc. to conduct a study to determine if HP Instant Ink can save users up to 70% on ink in the following countries/regions: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, and the United Kingdom¹.

¹Based on monthly subscription cost of HP Instant Ink 700-page plan 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 and MFPs priced <€310 using original standard-capacity cartridges. Average CPP per country used to determine percent savings versus CPP for HP Instant Ink. Sale prices not considered for this study. HP Ink Advantage printers and printers which only use XL cartridges excluded due to non-standard hardware & supplies model. Keypoint Intelligence September 2021 study commissioned by HP, based on publicly available information as of August 18, 2021. Printers selected by market share in IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2021Q2. 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. 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 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. All prices were 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 competitive cartridges may vary by number of pages printed and content of pages printed. When comparing CPP, the HP Instant Ink service can certainly offer up to 70% 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 August 2021 and is subject to change in other regions or at a later date.

Supporting Test Data

HP Instant Ink Local Pricing

HP Instant Ink 700-Page Plan Using Original HP Ink	Monthly Subscription Cost (Local Currency)
Austria	€24.99
Belgium	€24.99
Bulgaria	лв49.99
Croatia	kn219.99
Cyprus	€24.99
Czech Republic	769.00Kč
Denmark	kr249.00
Estonia	€24.99
Finland	€24.99
France	€24.99
Germany	€24.99
Greece	€24.99
Hungary	Ft10,999.00
Ireland	€24.99
Italy	€24.99
Latvia	€24.99
Lithuania	€24.99
Luxembourg	€24.99
Malta	€24.99
Netherlands	€24.99
Norway	kr249.00
Poland	zł129.99
Portugal	€24.99
Romania	lei122.99
Slovakia	€24.99
Slovenia	€24.99
Spain	€24.99
Sweden	kr249.00
Switzerland	CHF28.95
United Kingdom	£22.49

Country/Region CPP Tables

Austria

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.230
Percent Savings with HP Instant Ink (on average)	84.472%
Canon PIXMA TS8350	€0.305
Epson Expression Home XP-3100	€0.278
Epson Expression Home XP-4100	€0.278
Epson WorkForce WF-2830DWF	€0.278
Epson Expression Home XP-2100	€0.278
Epson Expression Home XP-2105	€0.278
Canon PIXMA TS5150	€0.275
Canon PIXMA TS5350	€0.272
Canon PIXMA TS3150	€0.244
Canon PIXMA TS3350	€0.244
Canon PIXMA TR4550	€0.244
HP DeskJet 3750	€0.238
HP ENVY 6032	€0.221
HP DeskJet 2710	€0.221
HP ENVY 6020	€0.221
HP DeskJet 2720e	€0.221
HP DeskJet 2720	€0.221
HP DeskJet 4120e	€0.221

HP ENVY 6030e	€0.221
HP ENVY 6030	€0.221
HP ENVY 6010e	€0.221
HP ENVY 6022	€0.221
HP ENVY Photo 6230	€0.205
HP ENVY Photo 6232	€0.205
HP Tango X	€0.205
HP OfficeJet Pro 8022e	€0.158
HP OfficeJet 8014	€0.158
HP OfficeJet Pro 8022	€0.158
HP OfficeJet 8014e	€0.158

Belgium

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.212
Percent Savings with HP Instant Ink (on average)	83.186%
Epson Expression Home XP-4105	€0.293
Epson Expression Home XP-2100	€0.293
Epson Expression Home XP-3100	€0.293
Epson Expression Home XP-2105	€0.293
Canon PIXMA TS5350	€0.272
Canon PIXMA TS6350	€0.255
HP DeskJet 3760	€0.238
HP DeskJet 3750	€0.238
HP DeskJet 3720	€0.238
HP DeskJet 3730	€0.238
HP ENVY Photo 6232	€0.226
HP ENVY Photo 6230	€0.226
HP ENVY Photo 7830	€0.226
HP ENVY Photo 6220	€0.226
HP ENVY Photo 7134	€0.226
HP ENVY 6032	€0.209
HP ENVY 6020	€0.209

HP DeskJet 2710	€0.209
HP DeskJet 2720e	€0.209
HP DeskJet 4120e	€0.209
HP DeskJet 2722e	€0.209
HP DeskJet 2710e	€0.209
HP DeskJet 2723e	€0.209
HP ENVY 6030e	€0.209
HP DeskJet 4122e	€0.209
HP ENVY 6030	€0.209
HP ENVY 6022e	€0.209
HP DeskJet 2720	€0.209
HP OfficeJet 8012	€0.154
HP OfficeJet Pro 8022	€0.154
HP OfficeJet 8012e	€0.154
HP OfficeJet 8014e	€0.154
HP OfficeJet 8015	€0.154
HP OfficeJet 8014	€0.154
HP OfficeJet Pro 8022e	€0.154
HP OfficeJet Pro 8025	€0.154
HP OfficeJet Pro 9010	€0.129

Bulgaria

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	лв0.071
Average Competitor Cost	лв0.380
Percent Savings with HP Instant Ink (on average)	81.225%
HP DeskJet 3750	лв0.422
HP DeskJet 3760	лв0.422
HP DeskJet 2320	лв0.367
HP DeskJet 2710	лв0.367
HP DeskJet 2720	лв0.367
Canon PIXMA TR4550	лв0.367
Canon PIXMA MG2550S	лв0.367
Canon PIXMA TS3150	лв0.367

Croatia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	kn0.314
Average Competitor Cost	kn2.415
Percent Savings with HP Instant Ink (on average)	86.985%
HP DeskJet 4120e	kn4.402
HP ENVY 6020e	kn4.402
HP DeskJet 3750	kn2.182
HP DeskJet 3760	kn2.182
HP DeskJet 2320	kn1.815
HP DeskJet 2710	kn1.815
Canon PIXMA TS5350	kn1.758
Canon PIXMA TR4550	kn1.588
Canon PIXMA MG2550S	kn1.588

Cyprus

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.248
Percent Savings with HP Instant Ink (on average)	85.596%
Epson Expression Home XP-3100	€0.422
HP DeskJet 3750	€0.295
HP DeskJet 3762	€0.295
HP DeskJet 3760	€0.295
HP DeskJet 2320	€0.249
HP DeskJet 2720	€0.249
HP DeskJet 4120e	€0.249
HP DeskJet 4130e	€0.249

HP DeskJet 2710	€0.249
HP ENVY 6020e	€0.249
HP ENVY 6420e	€0.249
HP DeskJet 2721	€0.249
Canon PIXMA TR4550	€0.230
Canon PIXMA TS3150	€0.230
Canon PIXMA MG2550S	€0.230
HP OfficeJet 8013	€0.192
HP OfficeJet Pro 8023	€0.192
HP OfficeJet 6950	€0.189
HP OfficeJet Pro 9010	€0.146

Czech Republic

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	1.099Kč
Average Competitor Cost	5.108Kč
Percent Savings with HP Instant Ink (on average)	78.493%
Epson Expression Home XP-3100	7.149Kč
Epson Expression Home XP-2100	7.149Kč
Canon PIXMA TS5150	6.100Kč
Canon PIXMA MG3650S	6.100Kč
Canon PIXMA TS5350	5.989Kč
HP DeskJet 3750	5.932Kč
Epson Expression Premium XP-6000	5.503Kč
HP ENVY 6020e	5.032Kč
HP DeskJet 2720	5.032Kč
HP DeskJet 2320	5.032Kč
HP DeskJet 2720e	5.032Kč
HP DeskJet 2721	5.032Kč
HP DeskJet 2710	5.032Kč
Canon PIXMA TS3150	4.322Kč
Canon PIXMA TS3350	4.322Kč

Canon PIXMA MG2550S	4.322Kč
Canon PIXMA TS3450	4.322Kč
HP OfficeJet 8013	3.966Kč
HP OfficeJet 8012e	3.966Kč
HP OfficeJet Pro 8022e	3.966Kč
HP OfficeJet Pro 8023	3.966Kč

Denmark

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	kr0.356
Average Competitor Cost	kr2.224
Percent Savings with HP Instant Ink (on average)	84.002%
HP DeskJet 3760	kr2.671
HP ENVY Photo 6230	kr2.543
HP ENVY Photo 6232	kr2.543
HP ENVY Photo 6234	kr2.543
HP ENVY Photo 7134	kr2.543
HP ENVY Photo 6220	kr2.543
Canon PIXMA TS705	kr2.407
Canon PIXMA TS6350	kr2.407
HP DeskJet 2720	kr2.360
HP DeskJet 2710	kr2.360
HP ENVY 6020	kr2.360
HP DeskJet 4120e	kr2.360
HP ENVY 6010	kr2.360
HP ENVY 6030	kr2.360
HP DeskJet 2721	kr2.360
HP ENVY 6422	kr2.360
HP ENVY 6020e	kr2.360
HP ENVY 6022	kr2.360
Epson Expression Home XP-3105	kr2.319
Epson Expression Home XP-2105	kr2.319
Canon PIXMA TS5150	kr2.222

Epson Expression Home XP-5100	kr2.012
Canon PIXMA MG2550S	kr1.944
Canon PIXMA TR4550	kr1.944
Epson Expression Premium XP-6105	kr1.754
HP OfficeJet Pro 8022	kr1.733
HP OfficeJet Pro 8022e	kr1.733
HP OfficeJet 8012	kr1.733
HP OfficeJet 8014	kr1.733
HP OfficeJet Pro 9010	kr1.455

Estonia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.325
Percent Savings with HP Instant Ink (on average)	89.004%
HP ENVY Photo 6230	€0.373
HP ENVY Photo 7830	€0.373
HP ENVY 6020	€0.319
Canon PIXMA MG2550S	€0.233

Finland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.304
Percent Savings with HP Instant Ink (on average)	88.256%
HP DeskJet 2720	€0.366
HP DeskJet 2721	€0.366
HP DeskJet 2720e	€0.366
HP DeskJet 2723	€0.366
HP ENVY 6420e	€0.366
HP ENVY 6422	€0.366
HP ENVY 6010	€0.366

HP ENVY Photo 6232	€0.337
HP ENVY Photo 6230	€0.337
Canon PIXMA MG3650S	€0.288
Canon PIXMA TS5150	€0.288
Epson Expression Home XP-2105	€0.287
Epson Expression Home XP-3100	€0.287
Epson Expression Home XP-3105	€0.287
Epson WorkForce WF-2850DWF	€0.287
Canon PIXMA TS3355	€0.254
Canon PIXMA TS3450	€0.254
Canon PIXMA TS3350	€0.254
Epson Expression Premium XP-6105	€0.221
Canon PIXMA TR150	€0.138

France

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.248
Percent Savings with HP Instant Ink (on average)	85.619%
Canon PIXMA TS6350	€0.316
Canon PIXMA TS8350	€0.316
Canon PIXMA MG3650S	€0.278
Canon PIXMA TS5150	€0.278
Epson Expression Home XP-2100	€0.278
Epson Expression Home XP-2105	€0.278
Epson Expression Home XP-3100	€0.278
Epson Expression Home XP-4105	€0.278
Epson Expression Home XP-4100	€0.278
Epson Expression Home XP-3105	€0.278
Epson WorkForce WF-2810DWF	€0.278
Epson WorkForce WF-2850DWF	€0.278

Canon PIXMA TS5350	€0.272
Canon PIXMA TR4550	€0.250
Canon PIXMA TS3150	€0.250
Canon PIXMA MG2550S	€0.250
Canon PIXMA MG2555S	€0.250
Canon PIXMA TS3350	€0.250
Canon PIXMA TS3450	€0.250
HP ENVY Photo 6230	€0.240
HP ENVY Photo 7830	€0.240
HP ENVY Photo 6220	€0.240
HP ENVY Photo 7134	€0.240
HP ENVY Photo 6234	€0.240
HP DeskJet 2710	€0.220
HP ENVY 6022e	€0.220
HP ENVY 6030	€0.220
HP DeskJet 2723e	€0.220
HP DeskJet 4130e	€0.220
HP DeskJet 2721e	€0.220
HP DeskJet 4120e	€0.220
HP DeskJet 2710e	€0.220
HP DeskJet 2720	€0.220
HP OfficeJet Pro 8022	€0.165
HP OfficeJet Pro 8025	€0.165

Germany

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.236
Percent Savings with HP Instant Ink (on average)	84.891%
Epson Expression Home XP-3100	€0.278
Epson Expression Home XP-3105	€0.278
Epson Expression Home XP-4100	€0.278
Epson Expression Home XP-2105	€0.278
Epson Expression Home XP-2100	€0.278

Epson WorkForce WF-2850DWF	€0.278
Epson WorkForce WF-2835DWF	€0.278
Epson WorkForce WF-2810DWF	€0.278
Epson Expression Home XP-4105	€0.278
Canon PIXMA TS5150	€0.275
Canon PIXMA MG3650S	€0.275
Canon PIXMA TS5151	€0.275
HP DeskJet 3750	€0.275
Canon PIXMA TS5350	€0.272
Canon PIXMA TS7450	€0.272
Canon PIXMA TS705	€0.265
Canon PIXMA TS6350	€0.265
Canon PIXMA TS8350	€0.265
HP OfficeJet 200 Mobile Printer	€0.251
Canon PIXMA TR4550	€0.244
Canon PIXMA TS3150	€0.244
Canon PIXMA TS3450	€0.244
Canon PIXMA TS3350	€0.244
Epson WorkForce WF-2860DWF	€0.240
HP ENVY Photo 6230	€0.240
HP ENVY Photo 7830	€0.240
HP ENVY 6032	€0.220
HP ENVY 6020	€0.220
HP DeskJet 2710	€0.220
HP ENVY 6030	€0.220
HP DeskJet 4120e	€0.220
HP ENVY 6032e	€0.220
HP DeskJet 2720e	€0.220
HP DeskJet 2720	€0.220
HP ENVY 6432e	€0.220
HP ENVY 6030e	€0.220
HP ENVY 6022	€0.220
Canon MAXIFY MB2750	€0.187
HP OfficeJet Pro 6230	€0.182
HP OfficeJet 6950	€0.174

HP OfficeJet Pro 8022e	€0.165
HP OfficeJet Pro 8022	€0.165
HP OfficeJet 8014	€0.165
HP OfficeJet 8014e	€0.165
Canon MAXIFY MB5150	€0.121

Greece

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.194
Percent Savings with HP Instant Ink (on average)	81.636%
Epson Expression Home XP-3100	€0.260
HP DeskJet 2320	€0.232
HP DeskJet 2720	€0.232
HP DeskJet 4120e	€0.232
HP DeskJet 4130e	€0.232
HP DeskJet 2710	€0.232
HP ENVY 6020e	€0.232
HP ENVY 6420e	€0.232
HP DeskJet 2721	€0.232
HP DeskJet 3750	€0.201
HP DeskJet 3762	€0.201
HP DeskJet 3760	€0.201
Canon PIXMA TR4550	€0.149
Canon PIXMA TS3150	€0.149
Canon PIXMA MG2550S	€0.149
HP OfficeJet 6950	€0.137
HP OfficeJet 8013	€0.133
HP OfficeJet Pro 8023	€0.133
HP OfficeJet Pro 9010	€0.119

Hungary

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	Ft15.713
Average Competitor Cost	Ft82.055
Percent Savings with HP Instant Ink (on average)	80.826%
Canon PIXMA TS5350	Ft96.556
HP DeskJet 2320	Ft90.805
HP DeskJet 2710e	Ft90.805
HP DeskJet 2721e	Ft90.805
HP DeskJet 2720e	Ft90.805
HP DeskJet 2710	Ft90.805
Canon PIXMA MG3650S	Ft88.222
HP DeskJet 3762	Ft85.150
HP DeskJet 3750	Ft85.150
Canon PIXMA TS3150	Ft77.389
Canon PIXMA MG2550S	Ft77.389
Canon PIXMA TR4550	Ft77.389
Canon PIXMA TS3450	Ft77.389
HP OfficeJet 8012e	Ft63.113
HP OfficeJet Pro 9010e	Ft49.047

Ireland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.263
Percent Savings with HP Instant Ink (on average)	86.409%
Epson Expression Home XP-2100	€0.367
Epson Expression Home XP-2105	€0.367
Epson Expression Home XP-3100	€0.367
Epson Expression Home XP-3105	€0.367
Epson Expression Home XP-4100	€0.367
Epson Expression Home XP-4105	€0.367
Epson WorkForce WF-2830DWF	€0.367

Epson WorkForce WF-2835DWF	€0.367
Canon PIXMA TS6350	€0.313
Epson Expression Photo XP-8600	€0.291
Canon PIXMA MG3650S	€0.283
Canon PIXMA TS5151	€0.283
Canon PIXMA TS5150	€0.283
Epson Expression Premium XP-6100	€0.280
Canon PIXMA TS5350	€0.278
Canon PIXMA TS7450	€0.278
Canon PIXMA TS3150	€0.255
Canon PIXMA TS3355	€0.255
Canon PIXMA MG2550S	€0.255
Canon PIXMA TR4550	€0.255
Canon PIXMA TS3350	€0.255
HP ENVY Photo 6230	€0.251
HP DeskJet 3760	€0.251
HP DeskJet 3750	€0.251
HP DeskJet 4122e	€0.226
HP ENVY 6020	€0.226
HP DeskJet 2710	€0.226
HP DeskJet 2720e	€0.226
HP DeskJet 2722e	€0.226
HP DeskJet 2710e	€0.226
HP DeskJet 2723e	€0.226
HP ENVY 6022	€0.226
HP DeskJet 4120e	€0.226
HP ENVY 6020e	€0.226

HP DeskJet 2720	€0.226
HP ENVY 6022e	€0.226
HP ENVY 6032	€0.226
HP ENVY 6432	€0.226
HP ENVY 6430	€0.226
HP OfficeJet Pro 8022	€0.165
HP OfficeJet Pro 8025	€0.165
HP OfficeJet Pro 8025e	€0.165
HP OfficeJet Pro 9010	€0.153
HP OfficeJet Pro 9012	€0.151

Italy

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.239
Percent Savings with HP Instant Ink (on average)	85.079%
Canon PIXMA MG3650S	€0.283
Canon PIXMA TS5150	€0.283
Epson WorkForce WF-2810DWF	€0.282
Epson Expression Home XP-2100	€0.282
Epson Expression Home XP-3100	€0.282
Epson WorkForce WF-2830DWF	€0.282
Epson Expression Home XP-4100	€0.282
Epson Expression Home XP-3105	€0.282
Epson Expression Home XP-4105	€0.282
Epson WorkForce WF-2850DWF	€0.282
Epson Expression Home XP-2105	€0.282
Epson WorkForce WF-2835DWF	€0.282
Canon PIXMA TS7450	€0.278
HP DeskJet 3760	€0.256
HP DeskJet 3750	€0.256
HP DeskJet 3762	€0.256
Canon PIXMA TR4550	€0.253

Canon PIXMA MG2550S	€0.253
Canon PIXMA TS3150	€0.253
Canon PIXMA MG2555S	€0.253
Canon PIXMA TS3350	€0.253
HP ENVY Photo 6232	€0.234
HP Tango X	€0.234
HP ENVY Photo 6230	€0.234
HP ENVY Photo 7134	€0.234
HP ENVY Photo 6220	€0.234
HP ENVY Photo 7830	€0.234
HP DeskJet 2720e	€0.220
HP ENVY 6020	€0.220
HP ENVY 6030	€0.220
HP DeskJet 2723e	€0.220
HP ENVY 6032	€0.220
HP DeskJet 2720	€0.220
HP ENVY 6010	€0.220
HP ENVY 6030e	€0.220
HP DeskJet 4110e	€0.220
HP DeskJet 2722e	€0.220
HP DeskJet 2721	€0.220
HP ENVY 6022e	€0.220
HP ENVY 6022	€0.220
HP OfficeJet Pro 6230	€0.182
HP OfficeJet Pro 8022	€0.161
HP OfficeJet 8012	€0.161
HP OfficeJet 8012e	€0.161
HP OfficeJet Pro 9010	€0.136

Latvia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.265
Percent Savings with HP Instant Ink (on average)	86.553%
HP ENVY 6020	€0.301
HP ENVY Photo 6230	€0.266
HP ENVY Photo 7830	€0.266
Canon PIXMA MG2550S	€0.228

Lithuania

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.218
Percent Savings with HP Instant Ink (on average)	83.621%
HP ENVY 6020	€0.243
HP ENVY Photo 6230	€0.219
HP ENVY Photo 7830	€0.219
Canon PIXMA MG2550S	€0.190

Luxembourg

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.224
Percent Savings with HP Instant Ink (on average)	84.043%
Epson Expression Home XP-4105	€0.313
Epson Expression Home XP-2100	€0.313
Epson Expression Home XP-3100	€0.313
Epson Expression Home XP-2105	€0.313
Canon PIXMA TS6350	€0.252
Canon PIXMA TS5350	€0.247

HP ENVY Photo 6232	€0.240
HP ENVY Photo 6230	€0.240
HP ENVY Photo 7830	€0.240
HP ENVY Photo 6220	€0.240
HP ENVY Photo 7134	€0.240
HP DeskJet 3760	€0.237
HP DeskJet 3750	€0.237
HP DeskJet 3720	€0.237
HP DeskJet 3730	€0.237
HP ENVY 6032	€0.219
HP ENVY 6020	€0.219
HP DeskJet 2710	€0.219
HP DeskJet 2720e	€0.219
HP DeskJet 4120e	€0.219
HP DeskJet 2722e	€0.219
HP DeskJet 2710e	€0.219
HP DeskJet 2723e	€0.219
HP ENVY 6030e	€0.219
HP DeskJet 4122e	€0.219
HP ENVY 6030	€0.219
HP ENVY 6022e	€0.219
HP DeskJet 2720	€0.219
HP OfficeJet 8012	€0.174
HP OfficeJet Pro 8022	€0.174
HP OfficeJet 8012e	€0.174
HP OfficeJet 8014e	€0.174
HP OfficeJet 8015	€0.174
HP OfficeJet 8014	€0.174
HP OfficeJet Pro 8022e	€0.174
HP OfficeJet Pro 8025	€0.174
HP OfficeJet Pro 9010	€0.141

Malta

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.300
Percent Savings with HP Instant Ink (on average)	88.083%
Epson WorkForce WF-2810DWF	€0.399
Epson Expression Home XP-2100	€0.399
Epson Expression Home XP-3100	€0.399
Epson WorkForce WF-2830DWF	€0.399
Epson Expression Home XP-4100	€0.399
Epson Expression Home XP-3105	€0.399
Epson Expression Home XP-4105	€0.399
Epson WorkForce WF-2850DWF	€0.399
Epson Expression Home XP-2105	€0.399
Epson WorkForce WF-2835DWF	€0.399
HP DeskJet 3760	€0.310
HP DeskJet 3750	€0.310
HP DeskJet 3762	€0.310
HP DeskJet 2720e	€0.290
HP ENVY 6020	€0.290
HP ENVY 6030	€0.290
HP DeskJet 2723e	€0.290
HP ENVY 6032	€0.290
HP DeskJet 2720	€0.290
HP ENVY 6010	€0.290
HP ENVY 6030e	€0.290
HP DeskJet 4110e	€0.290
HP DeskJet 2722e	€0.290
HP DeskJet 2721	€0.290
HP ENVY 6022e	€0.290
HP ENVY 6022	€0.290

Canon PIXMA TS7450	€0.279
Canon PIXMA MG3650S	€0.277
Canon PIXMA TS5150	€0.277
HP ENVY Photo 6232	€0.269
HP Tango X	€0.269
HP ENVY Photo 6230	€0.269
HP ENVY Photo 7134	€0.269
HP ENVY Photo 6220	€0.269
HP ENVY Photo 7830	€0.269
HP OfficeJet Pro 8022	€0.268
HP OfficeJet 8012	€0.268
HP OfficeJet 8012e	€0.268
Canon PIXMA TR4550	€0.248
Canon PIXMA MG2550S	€0.248
Canon PIXMA TS3150	€0.248
Canon PIXMA MG2555S	€0.248
Canon PIXMA TS3350	€0.248
HP OfficeJet Pro 6230	€0.172
HP OfficeJet Pro 9010	€0.127

Netherlands

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.242
Percent Savings with HP Instant Ink (on average)	85.240%
Canon PIXMA TS6350	€0.316
Canon PIXMA TS705	€0.316
Canon PIXMA TS8350	€0.316
Epson Expression Home XP-3105	€0.293
Epson Expression Home XP-2100	€0.293
Epson Expression Home XP-3100	€0.293
Epson Expression Home XP-4100	€0.293
Epson Expression Home XP-2105	€0.293

Canon PIXMA TS5150	€0.283
Canon PIXMA MG3650S	€0.283
Canon PIXMA TS5350	€0.278
HP DeskJet 3760	€0.256
Canon PIXMA TS3350	€0.255
Canon PIXMA TR4550	€0.255
Canon PIXMA MG2555S	€0.255
Canon PIXMA TS3150	€0.255
Canon PIXMA MG2550S	€0.255
HP ENVY Photo 6232	€0.240
HP ENVY Photo 7830	€0.240
HP ENVY Photo 6230	€0.240
HP ENVY Photo 6220	€0.240
Epson Expression Premium XP-6105	€0.222
Epson Expression Premium XP-6100	€0.222
HP ENVY 6032	€0.220
HP DeskJet 2720	€0.220
HP ENVY 6020	€0.220
HP DeskJet 2710	€0.220
HP ENVY 6030	€0.220
HP DeskJet 4120e	€0.220
HP DeskJet 2721	€0.220
HP OfficeJet 6950	€0.177
HP OfficeJet Pro 8022	€0.165
HP OfficeJet Pro 8022e	€0.165
HP OfficeJet Pro 8025	€0.165
HP OfficeJet 8012	€0.165
HP OfficeJet Pro 9010	€0.140

Norway

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	kr0.356
Average Competitor Cost	kr0.242
Percent Savings with HP Instant Ink (on average)	88.335%
Epson Expression Home XP-2100	kr3.411
Epson Expression Home XP-4100	kr3.411
Epson Expression Home XP-4105	kr3.411
Epson Expression Home XP-3100	kr3.411
Epson Expression Home XP-2105	kr3.411
HP DeskJet 2720	kr3.208
HP ENVY 6020	kr3.208
HP DeskJet 2720e	kr3.208
HP DeskJet 2721	kr3.208
HP ENVY 6010	kr3.208
HP ENVY 6020e	kr3.208
HP ENVY 6022	kr3.208
Epson Expression Premium XP-6100	kr2.494
HP ENVY Photo 6230	kr2.261
HP ENVY Photo 7830	kr2.261
HP ENVY Photo 6234	kr2.261

Poland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	zł0.186
Average Competitor Cost	zł1.169
Percent Savings with HP Instant Ink (on average)	84.111%
Canon PIXMA TS5150	zł1.333
Canon PIXMA MG3650S	zł1.333
Canon PIXMA TS5350	zł1.333
HP DeskJet 3750	zł1.265
HP DeskJet 3760	zł1.265
HP DeskJet 3762	zł1.265

Canon PIXMA TS3150	zł1.197
Canon PIXMA TS3350	zł1.197
Epson Expression Home XP-5100	zł1.139
HP DeskJet 2710	zł1.034
HP ENVY 6020e	zł1.034
HP DeskJet 2720	zł1.034
HP DeskJet Plus 4120	zł1.034
HP DeskJet 2710e	zł1.034
HP DeskJet 4120e	zł1.034

Portugal

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.265
Percent Savings with HP Instant Ink (on average)	86.542%
Epson Expression Home XP-3105	€0.285
Epson Expression Home XP-2100	€0.285
Epson Expression Home XP-3100	€0.285
Epson Expression Home XP-4100	€0.285
Epson WorkForce WF-2810DWF	€0.285
Canon PIXMA MG3650S	€0.283
Canon PIXMA TS5151	€0.283
Canon PIXMA TS5150	€0.283
HP ENVY 6020	€0.275
HP ENVY 6030	€0.275
HP DeskJet 2710	€0.275
HP ENVY 6032	€0.275
HP DeskJet 2720e	€0.275
HP DeskJet 2722e	€0.275
HP ENVY 6010	€0.275
HP DeskJet 2710e	€0.275
HP DeskJet 2723e	€0.275

HP ENVY 6022	€0.275
HP DeskJet 2720	€0.275
HP ENVY Photo 6232	€0.262
HP ENVY Photo 6230	€0.262
HP ENVY Photo 7134	€0.262
Canon PIXMA TR4550	€0.255
Canon PIXMA MG2550S	€0.255
HP OfficeJet Pro 8022	€0.190
HP OfficeJet 8015	€0.190
HP OfficeJet 8014	€0.190

Romania

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	lei0.176
Average Competitor Cost	lei1.161
Percent Savings with HP Instant Ink (on average)	84.870%
HP DeskJet 3750	lei1.300
HP DeskJet 3760	lei1.300
HP DeskJet 2320	lei1.191
HP DeskJet 2710	lei1.191
HP DeskJet 2720	lei1.191
Canon PIXMA TR4550	lei1.039
Canon PIXMA MG2550S	lei1.039
Canon PIXMA TS3150	lei1.039

Slovakia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.218
Percent Savings with HP Instant Ink (on average)	83.654%
Epson Expression Home XP-3100	€0.278
Epson Expression Home XP-2100	€0.278
Canon PIXMA TS5150	€0.254
Canon PIXMA MG3650S	€0.254
Canon PIXMA TS5350	€0.232
HP ENVY 6020e	€0.220
HP DeskJet 2720	€0.220
HP DeskJet 2320	€0.220
HP DeskJet 2720e	€0.220
HP DeskJet 2721	€0.220
HP DeskJet 2710	€0.220
HP DeskJet 3750	€0.220
Epson Expression Premium XP-6000	€0.214
Canon PIXMA TS3150	€0.204
Canon PIXMA TS3350	€0.204
Canon PIXMA MG2550S	€0.204
Canon PIXMA TS3450	€0.204
HP OfficeJet 8013	€0.180
HP OfficeJet 8012e	€0.180
HP OfficeJet Pro 8022e	€0.180
HP OfficeJet Pro 8023	€0.180

Slovenia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.212
Percent Savings with HP Instant Ink (on average)	83.156%
Canon PIXMA TS5350	€0.349
HP DeskJet 3750	€0.225
HP DeskJet 3760	€0.225
Canon PIXMA TR4550	€0.203
Canon PIXMA MG2550S	€0.203
HP DeskJet 2320	€0.176
HP DeskJet 2710	€0.176
HP DeskJet 4120e	€0.176
HP ENVY 6020e	€0.176

Spain

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	€0.036
Average Competitor Cost	€0.244
Percent Savings with HP Instant Ink (on average)	85.345%
Epson Expression Home XP-2100	€0.280
Epson Expression Home XP-3100	€0.280
Epson WorkForce WF-2810DWF	€0.280
Epson Expression Home XP-2105	€0.280
Epson Expression Home XP-4100	€0.280
Canon PIXMA TS5150	€0.278
Canon PIXMA MG3650S	€0.278
Canon PIXMA TS5151	€0.278
HP DeskJet 3750	€0.275
HP DeskJet 3760	€0.275
HP DeskJet 3720	€0.275
HP DeskJet 3762	€0.275

Canon PIXMA TS5350	€0.272
HP ENVY Photo 6232	€0.251
HP ENVY Photo 6230	€0.251
Canon PIXMA TS3150	€0.250
Canon PIXMA TS3350	€0.250
Canon PIXMA MG2550S	€0.250
HP DeskJet 2710	€0.238
HP DeskJet 2720	€0.238
HP ENVY 6032	€0.238
HP DeskJet 4120e	€0.238
HP DeskJet 4130e	€0.238
HP DeskJet 2721	€0.238
HP DeskJet 2722	€0.238
HP ENVY 6020	€0.238
HP ENVY 6020e	€0.238
HP ENVY 6432	€0.238
HP ENVY 6430	€0.238
HP ENVY 6022	€0.238
HP OfficeJet Pro 6230	€0.192
HP OfficeJet Pro 8022	€0.177
HP OfficeJet Pro 9010	€0.146
HP OfficeJet Pro 9015	€0.146
HP OfficeJet Pro 9012	€0.146

Sweden

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	kr0.356
Average Competitor Cost	kr2.713
Percent Savings with HP Instant Ink (on average)	86.890%
Canon PIXMA TS6350	kr3.265
Canon PIXMA TS8350	kr3.265
Canon PIXMA TS705	kr3.265
Canon PIXMA TS5350	kr2.889
Canon PIXMA TS7450	kr2.889

HP DeskJet 3762	kr2.732
HP DeskJet 3760	kr2.732
HP DeskJet 3735	kr2.732
HP DeskJet 3750	kr2.732
HP ENVY Photo 6232	kr2.675
HP ENVY Photo 6230	kr2.675
HP ENVY Photo 6220	kr2.675
HP ENVY Photo 7134	kr2.675
Canon PIXMA TS3350	kr2.667
Canon PIXMA TS3150	kr2.667
Canon PIXMA MG2550S	kr2.667
Canon PIXMA TS3450	kr2.667
HP ENVY 6020	kr2.548
HP DeskJet 2720e	kr2.548
HP DeskJet 2710	kr2.548
HP DeskJet 2721e	kr2.548
HP DeskJet 2721	kr2.548
HP OfficeJet Pro 8022	kr1.797

Switzerland

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	CHF0.041
Average Competitor Cost	CHF0.237
Percent Savings with HP Instant Ink (on average)	82.528%
Canon PIXMA TS5150	CHF0.299
Canon PIXMA TS5350	CHF0.296
Canon PIXMA TS7450	CHF0.296
Epson Expression Home XP-4105	CHF0.295
Epson Expression Home XP-3105	CHF0.295
Canon PIXMA TS8350	CHF0.280
Canon PIXMA TS6350	CHF0.280
Epson Expression Premium XP-7100	CHF0.274

Canon PIXMA TR4550	CHF0.266
HP DeskJet 3750	CHF0.257
HP DeskJet 3760	CHF0.257
HP ENVY Photo 6230	CHF0.240
HP ENVY Photo 7830	CHF0.240
HP ENVY Photo 6232	CHF0.240
HP ENVY Photo 7134	CHF0.240
HP ENVY Photo 6220	CHF0.240
HP ENVY Photo 6234	CHF0.240
HP ENVY 6032	CHF0.238
HP DeskJet 2710	CHF0.238
HP ENVY 6020	CHF0.238
HP DeskJet 4120e	CHF0.238
HP DeskJet 2720	CHF0.238
HP ENVY 6030e	CHF0.238
HP ENVY 6032e	CHF0.238
HP DeskJet 2720e	CHF0.238
HP ENVY 6030	CHF0.238
HP ENVY 6010e	CHF0.238
HP ENVY 6432e	CHF0.238
Epson Expression Premium XP-6105	CHF0.224
HP OfficeJet Pro 8022	CHF0.165
HP OfficeJet Pro 8022e	CHF0.165
HP OfficeJet 8014	CHF0.165
HP OfficeJet Pro 9010	CHF0.136
HP OfficeJet Pro 9010e	CHF0.136
HP OfficeJet Pro 9012e	CHF0.136

United Kingdom

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	£0.032
Average Competitor Cost	£0.211
Percent Savings with HP Instant Ink (on average)	84.758%
Canon PIXMA TS6350	£0.283
Canon PIXMA MG3650S	£0.247
Canon PIXMA TS5151	£0.247
Canon PIXMA TS5150	£0.247
Epson Expression Home XP-2100	£0.245
Epson Expression Home XP-2105	£0.245
Epson Expression Home XP-3100	£0.245
Epson Expression Home XP-3105	£0.245
Epson Expression Home XP-4100	£0.245
Epson Expression Home XP-4105	£0.245
Epson WorkForce WF-2830DWF	£0.245
Epson WorkForce WF-2835DWF	£0.245
Canon PIXMA TS5350	£0.244
Canon PIXMA TS7450	£0.244
Canon PIXMA TS3150	£0.225
Canon PIXMA TS3355	£0.225
Canon PIXMA MG2550S	£0.225
Canon PIXMA TR4550	£0.225
Canon PIXMA TS3350	£0.225
HP DeskJet 3760	£0.220
HP DeskJet 3750	£0.220
HP ENVY Photo 6230	£0.212
HP DeskJet 4122e	£0.201
HP ENVY 6020	£0.201
HP DeskJet 2710	£0.201
HP DeskJet 2720e	£0.201
HP DeskJet 2722e	£0.201
HP DeskJet 2710e	£0.201
HP DeskJet 2723e	£0.201

HP ENVY 6022	£0.201
HP DeskJet 4120e	£0.201
HP ENVY 6020e	£0.201
HP DeskJet 2720	£0.201
HP ENVY 6022e	£0.201
HP ENVY 6032	£0.201
HP ENVY 6432	£0.201
HP ENVY 6430	£0.201
Epson Expression Premium XP-6100	£0.187
HP OfficeJet Pro 8022	£0.149
HP OfficeJet Pro 8025	£0.149
HP OfficeJet Pro 8025e	£0.149
Epson Expression Photo XP-8600	£0.125
HP OfficeJet Pro 9010	£0.124
HP OfficeJet Pro 9012	£0.124

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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.

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