

Save up to 50% With HP Instant Ink

Objective

In July 2020¹, Keypoint Intelligence was contracted by HP Inc. to conduct a study to determine if the HP Instant Ink program can save users up to 50% on ink in Australia¹, Canada², New Zealand¹, and the United States².

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 savings². 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% savings² in these countries.

¹The data and pricing for Australia and New Zealand are updated every six months, with the most recent update completed 05/31/2021 using IDC Quarterly Hardcopy Peripherals Tracker - Final Historical Q1 2021.

²Based on monthly subscription cost for HP Instant Ink 700-page plans vs. transactional cost per page with OEM standard inks to print ISO/IEC 24711 pages on most in-class, traditional A4 color inkjet cartridge printers and MFPs priced for: Australia <299 AUD, New Zealand <349 NZD, Canada <=399 CAD, and United States <399 USD. Sale prices were not considered for this study. HP Deskjet Ink Advantage excluded due to non-standard hardware and supplies model. Actual prices, costs, and savings may vary by country, number of pages printed per month, and content of pages printed. Keypoint Intelligence 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 Q1 2020. For details: www.keypointintelligence.com/HPInstantInkNA

Background

The HP Instant Ink program allows users to pick a subscription plan based on how many pages they print per month and get the appropriate amount of genuine HP ink shipped directly to them. Customers can choose from options ranging from 15 to 700 pages a month. The program benefits customers by ensuring they never run out of ink, as the device alerts HP when the ink starts to get low and triggers a delivery—without users having to do a thing. 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 as users are charged by the page, not the amount of ink used. 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. For Canada, the HP Instant Ink service can save an average of 86.44% on the CPP. 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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Supporting Data Tables

HP Instant Ink Local Pricing

HP Instant Ink 700-Page Plan	Total Cost per Page (Local Currency)
Australia	\$0.057
Canada	\$0.041
New Zealand	\$0.071
United States	\$0.036

Australia

Printer	Total Cost per Page (Local Currency)
HP Instant Ink Service	\$0.057
Average Competitor Cost	\$0.426
Canon PIXMA Home Office TR4560	\$0.333
Canon PIXMA MG2460	\$0.333
Canon PIXMA MG2560	\$0.333
Canon PIXMA MG3660	\$0.333
Canon PIXMA TS3160	\$0.333
Canon PIXMA TS3360	\$0.333
Canon PIXMA TS5060	\$0.414
Canon PIXMA TS5160	\$0.316
Canon PIXMA TS8360	\$0.464
Epson EXPRESSION Home XP-2100	\$0.473
Epson EXPRESSION Home XP-2105	\$0.473
Epson EXPRESSION Home XP-3100	\$0.473
Epson EXPRESSION Home XP-4100	\$0.473
Epson EXPRESSION Home XP-4105	\$0.473
Epson EXPRESSION Home XP-440	\$0.447
Epson EXPRESSION Premium XP-540	\$0.418
Epson WorkForce Pro WF-3720DWF	\$0.291
Epson WorkForce Pro WF-3725DWF	\$0.291
Epson WorkForce Pro WF-4740DTWF	\$0.243
Epson WorkForce WF-2830	\$0.473
Epson WorkForce WF-2850DWF	\$0.473
Epson WorkForce WF-2860DWF	\$0.441
HP DeskJet 2130	\$0.457
HP DeskJet 2131	\$0.457
HP DeskJet 2330	\$0.503
HP DeskJet 2332	\$0.503
HP DeskJet 2620	\$0.503
HP DeskJet 2621	\$0.503
HP DeskJet 2623	\$0.503
HP DeskJet 2720	\$0.503
HP DeskJet 3720	\$0.503
HP DeskJet 3721	\$0.503
HP DeskJet 3723	\$0.503
HP ENVY 6055	\$0.503
HP ENVY Photo 6220	\$0.380
HP ENVY Pro 6420	\$0.503
HP OfficeJet 3830	\$0.457
HP OfficeJet PRO 8020	\$0.281

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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	\$0.450
Brother MFC-J491DW	\$0.489
Canon MAXIFY MB2160	Information not available ³
Canon MAXIFY MB5160	Information not available ³
Canon PIXMA MG2460	\$0.428
HP DeskJet 2130	\$0.481
HP DeskJet 2320	\$0.481
HP DeskJet 2621	\$0.533
HP DeskJet 2720	\$0.533
HP DeskJet 3720	\$0.533
HP ENVY 6055	\$0.495
HP ENVY Photo 6220	\$0.408
HP ENVY PRO 6420	\$0.495
HP OfficeJet PRO 8020	\$0.271
HP OfficeJet PRO 9010	\$0.257

¹The data and pricing for Australia and New Zealand are updated every six months, with the most recent update completed 05/31/2021 using IDC Quarterly Hardcopy Peripherals Tracker - Final Historical Q1 2021.

³Pricing for only XL cartridges was available at the time of this report.

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
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

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, or email info@keypointintelligence.com.