



# Africa Quarterly Photo Hardcopy Peripherals Tracker Expanded Country Set

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The popularity of digital cameras has soared in Africa over the last few years and will continue to rise. This has contributed to demand for printers capable of producing photo-quality prints. This tracker delivers detailed, timely, and accurate information on the home photo hardcopy and small-format printing markets. As an add-on to our regular trackers, IDC's Africa Quarterly Photo Hardcopy Peripherals Tracker Expanded Country Set covers the three distinct markets of single-function photo printers, multifunction photo devices, and small-format photo devices to give you the information you need to make strategic sales, marketing, pricing, and rollout decisions in these exciting emerging markets.

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## Technology Coverage and Data Segmentation

This tracker provides total market size and vendor shares for the following technology areas and segmentations. Measurement for this tracker is in shipments and end-user revenue.

### Technologies and Subtechnologies

- Single-function photo printers, multifunction photo devices, small-format devices
- Multiple formats (A6, A5, A4, A3)
- LCD screen capability (image, text, none)
- Number of ink cartridges
- Connection type (USB, PictBridge, Parallel, Bluetooth, 802.11x)

### Segmentations

- Memory slots
  - Print speed
  - Price
  - Resolution (maximum optimized)
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## Geographic Scope

- Algeria, Egypt, Morocco, Tunisia
  - Kenya, Nigeria
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## Delivery Schedule and Deliverables

This tracker is delivered on a quarterly basis with tools such as Excel pivot tables. The delivery schedule for this tracker is as follows:

- Preliminary historical data: week 6 after period closes
  - Final historical data: week 7 after period closes
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## IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

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## Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenues, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

### Planning Process

- Regional planning — setting regional and country sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

### Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

## IDC's Global Tracker Process at Work



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