

# Global Mobile Printer Market Expected to Witness a Significant Growth By 2023

*Mobile Printer Market, By Output Barcode Labels By Technology Infrared Data Association By End-User (Residential, Corporate Office, Healthcare Forecast 2023*

PUNE, MAHARASHTRA, INDIA, July 5, 2017 /EINPresswire.com/ -- On the basis of regional analysis the market is segmented into North America, Europe, Asia-Pacific and Rest of the World. North America region is generating highest market share in the [mobile printer market](#) owing to better network infrastructure, digitization and higher technology implementation. Digitization in North America is mainly due to the invention of advanced technology and economies benefitting from it. North America region is leading due to presence of major players from the region in the mobile printer market. The adoption of cloud computing and cloud storage technology by both small and medium enterprises is increasing rapidly. The increased adoption of mobile printers in healthcare, retail and educational sector is driving the market in the region.

Taste the market data and market information presented through more than 30 market data tables and figures spread over 100 numbers of pages of the project report. Avail the in-depth table of content TOC & market synopsis on "The Mobile Printer Market Research Report -Forecast to 2023".

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The mobile printer market has been segmented on the basis of output, technology and end-user. Infrared data association technology enable users by providing seamless platform for exchanging business cards, messages and other information between handled personal computers and transfer of images from digital cameras to desktop computers.

The prominent players in the mobile printer market are-

- Canon Inc.(Japan)
- Honeywell Scanning And Mobility (U.S.)
- Seiko Epson Corporation (Japan)
- Toshiba Tec Corporation (Japan)
- Zebra Technologies (U.S.)
- Vertex Id (Korea)
- Messtechnik Schaller Gmbh (Austria)
- Shenzhen Masung Technology Co, Ltd (China)
- SPA Gourmand S.R.O. (Czech Republic)
- Hewlett-Packard (U.S.)

The mobile printer market in North America region is growing due to high adoption of cloud solutions by enterprise. Enterprises are adopting bring your own device printing strategies in their organization which is driving the market in the region. According to the study, the mobile printer market will remain steady in Europe region. Asia-Pacific market is estimated to be one of the fastest growing market as enterprises are continuously investing into research and development of mobile printer market.

Increasing IT landscape is boosting the market in the region. The region is witnessing high adoption of internet of things and bring your own device technology by enterprises. Developing countries such as India and China are adopting mobile printers at a large scale owing to increasing IT infrastructure, digitization and robust industrialization that is boosting the market in the region. By end-user segment, retail, e-commerce and logistics and distribution sector is driving the mobile printer market.

The region is witnessing high growth in mobile printer market due to growing technological advancement in cloud, analytics and mobile technologies.

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#### Study Objectives of Mobile Printer Market:

- To provide detailed analysis of the market structure along with forecast of the various segments and sub-segments of the mobile printer market.
- To provide insights about factors affecting the market growth.
- To analyze the mobile printer market based porter's five force analysis etc.
- To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, and Rest of the World (ROW).
- To provide country level analysis of the market with respect to the current market size and future prospective.
- To provide country level analysis of the market for segment on the basis of output, technology and end-user.
- To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.
- To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the mobile printer market.

#### Segments:

Mobile Printer Market for segment on the basis of by output, technology and end-user.

##### Mobile Printer Market by Output:

- Document
- Barcode Labels
- Receipts
- Pictures
- Others

##### Mobile Printer Market by Technology:

- Bluetooth
- Infrared Data Association
- Wifi
- Others

##### Mobile Printer Market by End-User:

- Corporate Offices
- Retail
- Healthcare
- Residential
- Others

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The regional analysis of mobile printer market is being studied for region such as Asia Pacific, North America, Europe and Rest of the World. North America region is dominating the mobile printer market followed by Europe region. North America region possess highest market share due to advancement in wireless technology and increased adoption of cloud computing and cloud storage technology by enterprises is fostering the market growth in the region. Asia-Pacific region is expected to be fastest growing market as growing retail and logistic sector, booming e-commerce sector and increasing

adoption of intelligent transportation system is driving growth of the mobile printer market.

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