Mobile Printer Market is Flexibility and Increased Demand for Smartphone and Tablet by 2023

Mobile Printer Market By Output (Barcode Labels, Receipts)By Technology (Infrared Data Association)By End-User (Residential, Corporate Office)by 2023

Mobile Printer Market

PUNE, MAHARASHTRA, INDIA, July 27, 2017 /EINPresswire.com/ -- Mobile printer is defined as the method of sending data to portable printers from smartphone or tablet. There are two important methodology to mobile printing that includes direct communication between mobile device and printer while the other methodology establishes a communication between mobile device and a computer connected to a printer.
The increased demand for advanced smartphone and tablet as well as flexibility and responsiveness offered by mobile devices are the major factors driving the mobile printer market. The study also indicates other significant drivers of mobile printer market that includes power management technology, customer support, mobility and reliability. According to the study, the opportunities in the mobile printer market that is boosting the market growth includes advancement in cloud storage services, cross platform integration and cloud computing.
The segmentation of mobile printer market is done on the basis of output, technology and end-user. By technology it is bifurcated into wifi, bluetooth and infrared data association (IDA). Infrared data association enable users by providing specification for entire set of protocols for wireless infrared communication. By technology segment, the infrared data association is expected to account for highest market share owing to significant role it is playing in fostering wireless communication due to rising popularity of smartphones, laptops, digital cameras and personal digital cameras. The important advantage of IDA is that is can be operated at long distance around 30 feet in omni –direction.

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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.

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.)

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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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Akash Anand
Market Research Future
+1-646-845-9349 (US) / +44 208 133 9349 (UK)
email us here

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