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HP Inkjet Tank Printers Provide the Best Everyday Print Quality Compared to Three Competitors

CLAIM

Commissioned by HP Inc., this Keypoint Intelligence consumer study determined that HP inkjet tank printers provide the best everyday print quality compared to competitive inkjet tank printers from Brother, Canon, and Epson. Two different inkjet tank printers were used for each brand. All devices are available in the market and are currently active. Prices range from \$180 to less than \$400 and all competitive products fall within the same category as the HP printers. The competitors were chosen because they represent the top 80% of the competitive landscape for 3:1 and 4:1 wireless A4 inkjet tank printers under \$450 USD, as reported by the IDC Quarterly Hardcopy Peripherals Tracker-Final Historical CYQ2 2024. Samples were printed in the United States and then reviewed by consumers in the US, the United Kingdom, and Japan.

Average Rating Score for Each Brand

	HP	Brother	Canon	Epson
Average Rating	5.3	3.5	4.9	4.3

7: Excellent, 6: Very Good, 5: Good, 4: Fair, 3: Poor, 2: Very Poor, 1: Unacceptable.

METHODOLOGY

This study involved creating the print samples, printing said samples, recruiting the consumer judges, and tallying up the results of the scoring.

Creating Print Samples

Keypoint Intelligence designed three, single-page test targets to serve as the baseline for the analysis: one with black-only text, another with business color graphics, and the

third with an application in real estate (various fonts, black and reversed-out text, white on color background). HP approved all three before Keypoint Intelligence printed any of them.

Print Sample Suite



Thumbnails of each, in order as in the paragraph above from left to right.

Printing the Samples

All eight devices (two different tank printers per brand) were purchased by Keypoint Intelligence and acclimated for a minimum of 48 hours prior to unboxing and setup in Keypoint Intelligence’s climate-controlled US lab. To ensure a fair approach, output was produced on Boise X-9 letter paper (20-lb./90 gsm, standard everyday/multipurpose media, non-Colorlok) to ensure a fair approach, as the use of any specific OEM media would have skewed the results and, thus, made the claim unjustifiable. Keypoint Intelligence ensured that consumers each had their own set of samples, delivered in a sealed envelope.

The printer models in the test were as follows:

- HP Smart Tank 5101
- HP Smart Tank 7602
- Brother DCP-T420W
- Brother MFC-T920DW

- Canon PIXMA G3270
- Canon PIXMA G7020
- Epson EcoTank ET-4850
- Epson EcoTank ET-2800

Recruiting Consumer Judges

The claim called for 75 consumers. The recruitment criteria were as follows:

- Respondents needed to have an inkjet printer in the home
- Respondents needed to print at least monthly using their inkjet printer (i.e., they were all acclimated to inkjet print quality)
- Respondents had to be able to identify the brand of their at-home inkjet device (i.e., able to identify a legitimate brand)
- Respondents could not be colorblind
- Respondents ranged in ages between 25 and 65 years of age

Rating Print Samples

Samples were reviewed by 25 consumers each in the US, the UK, and Japan (total of 75) to satisfy the worldwide nature of the claim. Respondents were asked to rate each print sample that was produced on each printer on a scale of 1-7 (see footnote under the table in the Claim section). This was a blind study, with no indication given to the consumers of which brands the output was produced on, but consumers were told that the samples came from inkjet tank printers.

Respondents were asked to first rate the black-only text sample (with varying font sizes and types), paying close attention to the darkness of the characters as well as the crispness of the text and fine lines. Second, with the business graphics file (with charts and one photo), they had to focus on the white text on dark background, the clarity of the graphics and charts, and the vividness of the colors and the true-to-life nature of the color. Finally, for the real estate brochure (four photos), respondents were asked to examine the overall print quality and to pay particular attention to the photo print quality. Of course, an overall assessment of each file from each set by each person was required.

Print samples were changed out throughout the process, when necessary, as participants handled the print samples to ensure respondents were looking at print samples that were in good condition. Twenty sets of print samples were created for each tank printer within the study. Keypoint Intelligence analysts randomly chose print samples to show to allow for randomness in the study. Respondents came into a focus group facility so that lighting was consistent for each environment within each country.

ABOUT KEYPOINT INTELLIGENCE

For over 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 keypointintelligence.com, or email info@keypointintelligence.com.

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