March 2026

Save Up to 50% with HP Instant Ink & HP Instant Paper Monthly Plan[1]

OBJECTIVE

In February 2026, Keypoint Intelligence was contracted by HP Inc. to conduct a study to determine if HP users could save up to 50% with HP Instant Ink & HP Instant Paper in the United States.[1]

[1]Based on monthly subscription cost of HP Instant Ink service 700-page plan and Instant Paper 700-sheet plan without purchase of additional sets of pages compared to cost per page (CPP) to print ISO/IEC 24711 pages with HP paper purchased through major US retailers on most in-class, HP A4 color inkjet printers and MFPs. Comparative listings for HP paper pulled from major retailers' online stores as of February 2026. Sale prices not considered. Average CPP across retailer pricing used to determine percent savings versus CPP for HP Instant Paper. Keypoint Intelligence February 2026 study commissioned by HP. For details: keypointintelligence.com/HPPaperSavings

BACKGROUND

HP Instant Paper presents a practical approach to managing printing resources, specifically addressing the paper aspect of the process. Mirroring the structure of HP's already established Instant Ink program, a program with subscription options ranging from 10 to 700 pages per month (with the option to upgrade to a 1,500 page/month plan from the plan dashboard after subscribing), Instant Paper ensures an automatic delivery[2] of HP-branded paper as customers run through the paper they have on hand. The service works in tandem with HP Instant Ink and allows users to taylor their supplies subscription even further based on their monthly page output, relieving any concerns about running out of both ink and paper when needed most. Flexibility is another key feature of the program, allowing users to modify or cancel their subscription at any time.[3] This adaptability accommodates changing printing needs, providing users with control over their subscription commitments.

[2]Based on plan usage, Internet connection to eligible HP printer, valid payment method, email address, and delivery service in your geographic area.

[3]Change or cancel your plan at any time online. If you decide to cancel your HP Instant Ink plan you can use HP original Standard or XL cartridges and, for non-HP+ printers, you can use HP original Standard or XL cartridges or 3rd party cartridges that are compatible with your HP printer. Plan upgrades are effective immediately and the charges will be applied retrospectively or in the next billing cycle, depending on user choice. Plan downgrades and cancellations are effective after the last day of the current billing period. For full details go to hpinstantink.com/terms.

HP Instant Paper also aims to address waste reduction by preventing unnecessary paper purchases. Subscribers receive only the paper they need, minimizing surplus supplies and contributing to a more sustainable printing environment through sustainable printing practices. By focusing on waste reduction, flexibility, and convenience, HP Instant Paper is designed to enhance the overall experience for users seeking a streamlined and resource-efficient approach to paper management in their day-to-day printing.

METHODOLOGY & FINDINGS

Keypoint Intelligence examined the price of HP Paper Multipurpose20 20-lb., 96 Bright printer paper from four major US retailers: Amazon, Best Buy, Office Depot, and Staples, specifically for a three-pack of 500-sheet reams as offered through HP Instant Paper for the 700-page Instant Ink plan. Analysts logged the pricing of the three-pack carton from the webstores of each retailer and calculated an average cost for that SKU by adding the cost of the carton from each retailer and dividing it by four. From there, cost per page (CPP) for the paper was calculated across each individual retailer as well as the average CPP across all four retailers by dividing the price of the SKU by the number of pages provided. Sale pricing was not included.

Using the most recent findings from Keypoint Intelligence's 2026 Instant Ink Savings study, analysts then took the average total CPP of black and color ink across models assessed in the US (devices which make up 80% of the market) and added the average total CPP for paper across the four retailers to the ink CPP for an overall supplies CPP, both on the retail level and the subscription level. The average CPP with HP's subscription service was then subtracted from the retail CPP for supplies, and divided by the average retail CPP to determine the percentage of savings customers could see when opting for Instant Ink and Instant Paper.

When comparing the CPP of supplies from major retailers versus that of HP's subscription service, Instant Ink coupled with Instant Paper can certainly offer up to 50% savings.[1] While every effort was made to include the most accurate and complete information for supplies, this pricing reflects current market data as of February 2026 and is subject to change in other regions or at a later date.

SUPPORTING DATA

Retail Paper Pricing (U.S. only)

Retailer	Cost of 3-ream Carton (1,500 sheets)
Amazon	$27.79
Best Buy	$27.79
Office Depot	$44.89
Staples	$27.79
Average	$32.07

Supplies CPP Comparison: Retail vs. Plan

	Ink CPP (700 pages/month)	Paper CPP (1,500 pages/ month)	Total CPP
Retail (average)	$0.382	$0.021	$0.403
Plan	$0.046	$0.019	$0.064
Percent Savings with HP Instant Ink			**84.073%**

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