March 2025

Save Up to an Additional 10% with HP Instant Ink Yearly Plan Compared to the Monthly Plan in the United States

For up to 60% total savings compared to HP Original ink with the HP Instant Ink Yearly Plan[1]

OBJECTIVE

In March 2025, Keypoint Intelligence was contracted by HP Inc. to conduct a study to determine if subscribers who pay yearly for HP's Instant Ink service—which Keypoint Intelligence has found to offer up to 50% savings on HP Original ink for the monthly plan—can save up to an additional 10% for up to 60% total savings compared to the monthly plan in the United States.

[1] Based on yearly subscription cost of HP Instant Ink 700-page plan over 12 months compared to the monthly subscription cost of HP Instant Ink 700-page plan when printing ISO/IEC 24711 pages on most HP, A4 color inkjet cartridge printer and MFPs without purchase of additional sets of pages. Comparative printers are priced at or below the most expensive HP Instant-Ink eligible printer using local currency, annually. Sale prices not considered for this study. Average CPP used to determine percent savings versus CPP for HP Instant Ink. HP Ink Advantage printers, printers sold through contract, and other printers which only use XL cartridges excluded due to non-standard hardware & supplies model. Keypoint Intelligence annual study commissioned by HP. Printers selected by market share in IDC Quarterly Hardcopy Peripherals Q3 2024. Please visit: keypointintelligence.com/HPInstantInk

BACKGROUND

The HP Instant Ink program allows customers to pick a subscription plan based on how many pages they print per month and not on the amount of ink used. Customers can choose options ranging from 10- to 700- pages a month upon inittial enrollment, but have the option to upgrade to a 1,500 page/month plan from the plan dashboard after subscribing. As ink levels decrease over time, the printer alerts HP, triggering an automatic delivery of HP Original ink. Customers do not need to be apprehensive about printing in color as both color and monochrome supplies are included in the subscription, nor does it matter the amount of ink printed on each page. Customers help to eliminate waste as unnecessary cartridges are not ordered, not to mention shipping and recycling are included. Lastly, the monthly plan can be modified or cancelled at any time, so customers have the flexibility to change if they are going to print more or less in the future.

In addition to the existing monthly plans, HP has rolled out a yearly subscription option that allows an additional 10% savings, offering customers even better value through the subscription.

METHODOLOGY & FINDINGS

Keypoint Intelligence examined the price of black and color standard-yield cartridges for in-class HP color inkjet printers and MFPs that make up 80% of the market share, based on IDC data specific to the country/region. Analysts then reviewed OEM publications to identify the correct cartridge(s) for the device. The associated yield and pricing data was taken from the geographically appropriate OEM website or, if not available, from a local reseller. Sale prices, XL cartridges, and printers sold under contract were not considered. All prices are noted in local currency.

Keypoint Intelligence first calculated cost savings with the standard monthly Instant Ink subscription plan for 700 pages per month. Cost per page (CPP) per printer cartridge was determined by dividing the local MSRP of the individual cartridge by the supply yield. The individual cartridge CPP amounts were totaled to create an overall CPP for the printer. All printer CPPs were then averaged. Percent savings with HP Instant Ink was calculated by subtracting the local price of HP Instant Ink program from the average total CPP and dividing the results by the average total CPP. After identifying cost savings with the montly plan, the yearly plan cost was input as the comparative figure against the average CPP of devices rather than the monthly cost of the plan. Once this was determined, the CPP of the standard monthly subscription was subtracted from the CPP of the yearly plan, then divided by the CPP of the monthly plan to achieve the final results. Based on the final results, CPP with the 700-page Instant Ink monthly plan in the United States was $0.046 versus $0.041 with the annual plan, a 10% discount when subscribers choose the annual plan. CPP of Original HP ink cartridges purchased traditionally was $0.311 on average, meaning the Instant ink monthly and annual plans can offer subscribers upt o 85.302% and 86.791% savings respectively.

When comparing the average CPP of devices which make up 80% of the market to the CPP of HP's monthly Instant Ink plan, the subscription can certainly offer up to 50% savings on ink purchased traditionally, savings which often exceed that number. But with the yearly plan, Keypoint Intelligence determined that subscribers can in fact save up to an additional 10% in the United States when they opt for the yearly plan over the monthly plan. While every effort was made to include the most accurate and complete information for devices and cartridges, this pricing reflects market data as of March 2025 and is subject to change in other regions or at a later date. Actual CPP for other cartridges may vary by number of pages printed and content/coverage of pages printed.

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SUPPORTING DATA

HP Instant Ink Pricing (700-page Plan; Local Currency)

	Monthly Plan Subscription Cost Per Month	Yearly Plan Subscription Cost Per Month	Monthly Plan Subscription Cost for 12 Months	Yearly Plan Subscription Cost for 12 Months
United States	US$31.99	US$28.75	US$383.88	US$344.99

Monthly Plan vs. Yearly Plan CPP (700-page plan; local currency)

	Instant Ink (Monthly Plan)	Instant Ink (Annual Plan)	Traditional
Payment Frequency	Monthly	Yearly (one-time payment)	As needed
Cost Structure	Fixed monthly fee	Discounted annual fee	Pay per cartridge
Cost Per Page (CPP)	$0.046	$0.041	$0.311 (on average)
Savings (Yearly vs. Monthly)	N/A	10% additional savings vs. monthly plan	N/A
Savings (Monthly vs. Traditional)	Up to 50% savings vs. traditional (85.302%)	Up to 60% savings vs. traditional (86.791%)	N/A

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United States

Printer	Total Cost per Page (Monthly Plan)	Total Cost per Page (Yearly Plan)
Percent Savings with HP Instant Ink (on average)	85.302%	86.791%
HP Instant Ink CPP	US$0.046	US$0.041
Average Printer CPP (average CPP of below printers)	US$0.311	US$0.311
HP DeskJet 2820e	US$0.358	US$0.358
HP DeskJet 4255e	US$0.358	US$0.358
HP OfficeJet Pro 8135e	US$0.182	US$0.182
HP DeskJet 2855e	US$0.358	US$0.358
HP ENVY 6055e	US$0.358	US$0.358
HP ENVY 6455e	US$0.358	US$0.358
HP Officejet 8015e	US$0.207	US$0.207
HP OfficeJet Pro 9135e	US$0.135	US$0.135
HP ENVY Inspire 7955e	US$0.280	US$0.280
HP Deskjet 2755e	US$0.358	US$0.358
HP Deskjet 2734e	US$0.358	US$0.358
HP DeskJet 4252e	US$0.358	US$0.358
HP Deskjet 2752e	US$0.358	US$0.358
HP ENVY Inspire 7255e	US$0.280	US$0.280
HP ENVY 6052e	US$0.358	US$0.358

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.