The Australian Office Products Market
7th edition 2006 – 2008

"This market is morphing into a much bigger, more complex amalgamation of sub-markets
- that will top $10 billion in the next few years….."
"The future is all about technology, innovation and new products…."

EXTRACT TO INDICATE THE GENERAL NATURE OF THE REPORT

OFFICE PRODUCTS

BIS Shrapnel
BUSINESS RESEARCH AND FORECASTING

Contents

1. INTRODUCTION

This is the seventh edition of BIS Shrapnel's biennial report on this industry.

Our research indicates that sales and profitability for industry operators have been better in the last 12 months than for many years. A large part of this is due to the constant stream of new products/innovations – mostly technology related - that have been propping up the flagging growth in established products.

"Office products" has become a broader term than ever, moving beyond the traditional items (stationery, paper, electronic/computer products) to cover almost all the regular items purchased by offices. Coffee, cleaning products, printing services and furniture are just a sub-set of these. This expansion trend is, in our view, the greatest area of opportunity for dealers at present.

A key to future success in this market lies in the capability/adaptability of operators to move into new areas – whether they are products, customer segments or methods of operation.

This report provides further details on these and other insights within the chapters that follow.

Based on 500 interviews - 400 with commercial consumers and 100 with dealers, extensive desk research and consultant interviews, this report provides a detailed analysis of this changing market.

The format of the report is based on typical business plan modules, so that the information can be easily incorporated with internal company data for individual marketing plans.

Following the **executive summary** of key findings**,** Chapter 3 provides a **market overview** – defining the operators, market size, products, local production, imports, growth in online ordering and market trends.

Consumers (Chapter 4) runs through each of the seven consumer segments – providing extensive data for each. For each segment this includes size, growth, number of consumers, segment attractiveness, trends, drivers, characteristics of the orderer and outlook. Within the commercial sector we also provide detailed quantification of the number of office workers and their expenditure.

Products (Chapter 5) presents comprehensive quantitative analysis of over 50 products covered in our survey. There is extensive brand data. For each product we have a three page snapshot of data taken from our consumer survey as well as from our own desk research.

In Chapter 6 **distribution** is covered. We map the distribution flows – with values – clarifying the size and flows through each of the channels. We also include diagrams of each main channel (suppliers, wholesalers and dealers) and include the channel share breakdown by type of dealer.

Chapter 7 – **competitive insight** – provides market share tables, a section on industry benchmarks and the survey results relating to the major players (dealers, wholesalers and suppliers) including performance ratings of major dealers and suppliers.

Strategic and marketing issues are presented in Chapter 8. Issues covered include: trends in methods of ordering, the characteristics of the person who orders office products, awareness of price changes, effectiveness of promotional activities and 'environmental friendliness.'

The concluding section – **Outlook to 2008** – covers the economic outlook and forecasts of demand for office products over the three years to 2008. We provide forecasts by product category and customer segment.

Products have been grouped into the industry standard categories for easy reference. The following products are covered in the report.

Writing instruments	
Paper and label products	
Copy / Laser paper	Coloured paper
Photographic paper	Other specialty paper
Computer labels	CD / DVD labels
Computer paper	
Pads, books & envelopes	
Repositionable adhesive notes	Note pads
Note books (not spiral bound)	Spiral bound note books
Diaries/Personal organisers	Envelopes
Computer consumables	
Ink jet cartridges (OEM & Non-OEM)	Toner cartridges (OEM, Compatible, Reman)
Blank CDs	Blank DVDs
Computer diskettes 3.5"	Data cartridges
Computer accessories	
Keyboards	Mouses
CD / DVD storage – cases, stands, wallets	Screen filters
Filing and storage	
Ring binders	Lever arch binders
Manilla folders	Suspension files
Document wallets	Plastic sheet protectors
Dividers / indexes	Repositionable adhesive tabs & flags
Presentation products	
Binding covers	Binding combs
Presentation / display books	Adhesive flipchart pads
Non adhesive flipchart pads	Laminating pouches
General office supplies	
Adhesive (office) tape	Packing tape
Document trays	Desk accessories (excl Doc trays)
Staplers / punches	
Office machines	
Inkjet printers	Laser printers
Multi-function devices (printer/copiers etc)	Binding machines
Laminating machines	Labelling machines
Shredders	
Other 'non-core' products	
Printing & copying services	Office beverages
Office furniture	Cleaning & janitorial

The surveys were completed during November and the early part of December 2005. They were conducted by qualified interviewers over the telephone.

A copy of the two questionnaires used, are included in the appendices. There is also a full list of respondent companies who completed the surveys in the appendices.

Appendix 3 contains a glossary of terms used.

Respondents who provided their contact details all receive a personal *thank you* letter and a brief summary of survey findings likely to be of interest to them.

Note: All years in this report are financial years, ending 30 June, unless stated otherwise.

End-user respondent sample profile

By state	*Number*	*%*
New South Wales/ACT	135	34
Victoria	112	28
Queensland	75	19
South Australia	32	8
Western Australia	46	12
By size of business		
Micro (<5 office workers)	139	35
Small (5-19 office workers)	108	27
Medium (20-99 office workers)	85	21
Large (100+ office workers)	68	17
By industry sector		
Manufacturing	39	10
Electricity, gas & water supply	5	1
Construction	17	4
Wholesale trade	21	5
Retail trade	32	8
Accommodation, cafes & restaurants	21	5
Transport & storage	12	3
Communication services	6	2
Finance & insurance	34	9
Property & business services	75	19
Government administration & defence	17	4
Education	41	10
Health & community services	51	13
Cultural & recreational services	16	4
Personal & other services	13	3
Government enterprises	63	16
Home-based businesses	39	10
By position of respondent		
Owner/MD/GM	90	23
Receptionist/secretary/PA	50	13
Office manager	72	18
Administration officer	97	24
Finance manager/ accountant	16	4
Purchasing manager/ buyer	34	9
IT manager	8	2
Other	33	8
By gender		
Male	132	33
Female	268	67
Total	400	100

Dealer respondent sample profile

By state	*Number*	*%*
New South Wales/ACT	32	32
Victoria	27	27
Queensland	21	21
South Australia/NT	10	10
Western Australia	10	10
By type of dealer		
Newsagent	18	18
Specialist office product retailer	10	10
Electronics/computer retailer	20	20
Large format retailer	7	7
Contract dealer	10	10
Commercial dealer	30	30
Wholesaler	5	5
By position of respondent		
Owner/MD/GM	57	57
Purchasing manager/buyer	20	20
Marketing/ merchandising/ sales manager	10	10
Store manager	2	2
Category manager	1	1
Other	10	10
Total	100	100

