HP's Path to Leadership in the Tanks Market

BACKGROUND PROBLEM

HP faced a critical strategic decision as refillable Tank printers disrupted the traditional cartridge-based market. Existing marketing models explained short-term efficiency but not how consumers moved through the print ecosystem over time. HP needed a system-level view of the market to identify the most effective growth levers and determine how to defend its overall leadership.

APPROACH PROCESS

- Mapped consumers across five HP, competitor, Tank, and non-Tank states.
- Integrated brand, sales, and market-share data to measure movement through the ecosystem.
- Modeled marketing, pricing, and portfolio scenarios to identify the highest-impact growth levers.

KEY FINDINGS / OUTCOME

- Tank adoption was expected to keep growing, making increased HP Tank share critical to protecting overall leadership.
- The highest returns came from converting existing HP users and competitor Tank users—not broad awareness.
- HP should emphasize trust, reliability, ease, and value, reinforced through customer and influencer reviews.

