

Juniper: Consumer 3D Printer to See "Significant" Growth

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According to Juniper Research global consumer 3D printer sales will exceed 1 million units by 2018-- a long-term yet significant increase over the sales of 44000 units the analyst estimates for 2014.



Driving growth during the period is the entry of established vendors in consumer 3D printing space such as HP, as well as more attractive pricing and a widening scope of applicability.

The established printing vendors are still to "show their cards," but niche and novelty 3D printing applications are on the rise. For example, Hasbro and Hershey are developing unique consumer applications for the technology, while [M3D's low-cost Micro printer](#) is something of a Kickstarter success.

However both retailers and vendors need to boost public awareness in order to ensure the long-term success of the technology.

"Educating and motivating the public on the idea of 3D printing, to create everyday objects is critical for the long-term success of this segment," the analyst says. "Killer applications and content will be the key drivers-- something unique and personalised, which is not available in stores already."

Go [3D Printers for Home-Use to Exceed 1m Unit Sales Globally by 2018 Finds Juniper Research](#)