

Computer Hardware - BRIC (Brazil, Russia, India, China) Industry Guide

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Abstracts

Datamonitor's Computer Hardware - BRIC (Brazil, Russia, India, China) Industry Guide is an essential resource for top-level data and analysis covering the BRIC (Brazil, Russia, India, China) Computer Hardware industry. The report includes easily comparable data on market value, volume, segmentation and market share, plus full five year market forecasts. It examines future problems, innovations and potential growth areas within the market.

Scope of the Report

- * Contains an executive summary and data on value, volume and segmentation
- * Provides textual analysis of the industry's prospects, competitive landscape and profiles of the leading companies
- * Incorporates in-depth five forces competitive environment analysis and scorecards
- * Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country. .
- * Includes a five-year forecast of the industry

Highlights

The BRIC Computer Hardware market grew by 15.4% between 2004 and 2008 to reach a value of \$35.6 billion.

In 2013, the market is forecast to have a value of \$64.2 billion, an increase of 12.5% from 2008.

Russia was the fastest growing country with a CAGR of 39.5% over the 2004–08 period.

Why you should buy this report

- * Spot future trends and developments
- * Inform your business decisions
- * Add weight to presentations and marketing materials
- * Save time carrying out entry-level research

Market Definition

The computer hardware market consists of the computers, storage, and other devices segments. The computers segment comprises desktops and laptops. Storage includes memory sticks, CD packs, hard disks and other data storage devices. The other devices segment includes computer peripherals, PDAs, organizers, calculators and Satellite navigation systems.

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