

# **Ultra-Mobile Devices Market by Type (Premium Ultra-Mobile, Basic Ultra-Mobile, Utility Ultra-Mobile), Industry Vertical (Healthcare, Telecom & IT, Retail, Consumer Electronic, BFSI and Education) - Global Opportunities Analysis and Industry Forecast, 2014 - 2022**

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## **Abstracts**

The ultra-mobiles are dual mode computing devices such as Chromebook, Surface Pro, convertibles, and lightweight PCs, that provide the portability of a tablet and functionalities of a full-scale PC. These devices are available in various display sizes varying from 7 inches to 13.9 inches. The information architecture of ultra-mobile devices facilitates its use in multiple applications such as gaming, graphic designing and others owing to their versatile features and compatibility. The absence of physical key board proved to be a barrier for many users for instant messaging or entering text in web. However, key ultra-mobile devices manufactures have introduced rectified solutions to address this issue.

Perceptible amount of portability and dual mode operations supported by UMD drive the market. However, evolving technologies and high-priced solutions could hinder the market growth.

The ultra-mobile devices market is segmented by type, industry vertical, and geography. The types of UMD are categorized into premium, basic, and utility ultra-mobile devices, whereas the range of industry verticals are healthcare, telecom and IT, retail, consumer electronics, and others (BFSI, education, and entertainment). Geographically, the market is divided into North America, Europe, Asia-Pacific, and LAMEA.

The market comprises key manufacturers such as Google, HTC Corporation, Microsoft Corporation, Apple Inc., Lenovo, Samsung, Sony, HP Development Company L.P., Dell, and ASUSTeK Computer Inc.

## POTENTIAL BENEFITS FOR STAKEHOLDERS:

This study comprises analytical depiction of the world ultra-mobile devices market, with current trends and future estimations to depict the imminent investment pockets.

The overall market potentials were determined to understand the profitable trends to gain a stronger coverage in the market.

The report presents information regarding key drivers, restraints, and opportunities with a detailed impact analysis.

The current market is quantitatively analyzed from 2014 to 2022, which is provided to highlight the financial competency of the market.

Porter's five forces analysis illustrates the potency of the buyers and suppliers.

Value chain analysis provides a clear understanding of the roles of stakeholders involved.

## MARKET SEGMENTATION

The ultra-mobile devices market is segmented by type, industry vertical, and geography.

### BY TYPE

Premium Ultra-Mobile

Basic Ultra-Mobile

Utility Ultra-Mobile

### BY INDUSTRY VERTICAL

Healthcare

Telecom & IT

Retail

Consumer electronics

Others (BFSI, Education and Entertainment)

## BY GEOGRAPHY

North America

U.S.

Canada

Mexico

Europe

UK

Germany

Russia

France

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## KEY PLAYERS

Google Inc.

HTC Corporation

Microsoft Corporation

Apple Inc.

Lenovo

Samsung Electronics Co. Ltd

Sony Corporation

HP Development Company L.P.

Dell

ASUSTeK Computer Inc.

## COMPANIES MENTIONED IN THE REPORT

Intel Corporation

NEC Corporation

Alcatel-Lucent

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