

# The Changing Role of Computers in an Increasingly Connected World

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Date: August 2014

Pages: 29

Price: US\$ 2,000.00 (Single User License)

ID: C542FCA060CEN

## Abstracts

With an increasing number of connected devices including smartphones and wearable electronics, and connected televisions and in-car entertainment systems becoming an integral part of everyday life for a growing number of consumers, the role of computers is rapidly changing. In this report, Euromonitor International examines these changes and their effect on the future demand for desktops, laptops and tablets.

Euromonitor International's The Changing Role of Computers in an Increasingly Connected World global briefing offers insight on emerging geographies, key growth categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, and offers strategic analysis of key factors influencing the market – be it new product developments, economic/lifestyle influences, distribution or pricing issues. From the latest innovations such as Smartphones, Ultrabooks and OLED TVs to existing technologies such as Laptops, Home Audio and Cinema Systems and In-Car Entertainment, Euromonitor International offers a consistent yet incisive snapshot of the Consumer Electronics industry. Forecasts illustrate how the market is set to change and the criteria for success over the next five years.

**Product coverage:** Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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