

Netbooks: Market Research Report

https://marketpublishers.com/r/NBC46D73C54EN.html Date: February 2010 Pages: 586 Price: US\$ 3,950.00 (Single User License) ID: NBC46D73C54EN

Abstracts

This report analyzes the worldwide markets for Netbooks in Thousand Units.

The report provides separate comprehensive analytics for North America, Japan, EMEA, Asia Pacific, and Latin America.

Annual forecasts are provided for each region for the period 2007 through 2015.

The report profiles 45 companies including many key and niche players worldwide such as Acer Incorporated, Asustek Computer, Inc., Dell, Inc., First International Computer, Inc., Hewlett-Packard Company, Micro-Star International Co., Ltd., Sony Corporation, and Toshiba America, Inc.

Market data and analytics are derived from primary and secondary research.

Company profiles are mostly extracted from URL research and reported select online sources.



Contents

I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITION

Study Reliability and Reporting Limitations Disclaimers Data Interpretation & Reporting Level Quantitative Techniques & Analytics Product Definitions and Scope of Study

II. EXECUTIVE SUMMARY

1.INDUSTRY OVERVIEW

Outlook What's Driving the Mini-PCs The Price Point Functionality Network Operators Playing a Key Role Technological Innovations Fuel Growth Retarding Factors Netbooks Shine Bright Despite Market Gloom What's Next?

2.COMPETITIVE SCENARIO

Major Players

Table 1. Leading Vendors in the Global Netbook Market (2008): Percentage ShareBreakdown of Volume Shipments for Acer, Asustek, HP, MicroStar International, andOthers (includes corresponding Graph/Chart)

Table 2. Leading Vendors in the Global Netbook Market (2009 1st Quarter): Percentage Share Breakdown of Volume Sales for Acer, Asustek, HP, MSI, Samsung, Lenovo, and Others (includes corresponding Graph/Chart)

Netbook Vendors Target New Growth Areas Nokia Gambles in Netbook Market



Leading Netbook Models

Table 3. Select Netbook Brands by Manufacturer

Netbooks Vs Notebooks

3.MARKET TRENDS

The OS Game Android – A Potential Threat to Windows Laptop Owners Emerge as the Major Buyers of Netbooks

Table 4. Netbook Buyers by Age Group in First Two Quarters of 2009 (includescorresponding Graph/Chart) (includes corresponding Graph/Chart)

Telecom Operators Push Netbook Sales Select Netbook Vendor and Telecom Operator Partnerships by Region Netbook to Boost Demand for Mobile Broadband Services Netbook Prices Report a Declining Trend

Table 5. Change in Average Selling Price (ASP) and Revenues for Netbooks from Q22008 to Q2 2009 (includes corresponding Graph/Chart)

ARM Based Netbooks to Garner Increased Share Netbooks Improve Share in Portable PC Segment

Table 6. Percentage Share of Mini-Notebooks and Notebook PCs in Portable Computer Shipments in Q1 and Q2, 2009 and Q2, 2008 (includes corresponding Graph/Chart) (includes corresponding Graph/Chart)

4.GLOBAL MARKET ANALYSIS

Netbook Sales to Increase by Twice by 2015 The Largest and the Fastest Growing Market



5.PRODUCT OVERVIEW

Netbooks - An Introduction Historical Overview **Netbook Features** Netbook Hard Drives **Batteries Netbook Platforms** Software and Hardware Software Hardware **Operating System** Windows Google Chrome OS Mac OS X Linux **Google Android** Central Processor ARM MIPS

6.RECENT INDUSTRY ACTIVITY

Lenovo Enters into Partnership with Synnex Canada JMI Mechanical Services and AT&T Sign Contract HP Cancels Launch of Linux Based Mini 1000 MIE Netbook Version Mirics Semiconductor Partners with Shanghai HDIC to Bring HDTV Content to Netbooks Asus Enters into Agreement with DTS to Improve Sound Quality of Netbooks Lenovo and Dolby Combine to Bring Surround Sound Experience for Netbooks Sony Enters into Partnership with Harvey Norman Suning Appliance and GOME Electrical Appliances Enter into Partnership with China Mobile Intel Corporation and China Mobile to Promote TD-SCDMA Netbooks

7.PRODUCT LAUNCHES

Nokia Unveils Nokia Booklet 3G Pegatron Launches Vivid Netbook



Asus Launches 1005HA Netbook Series Walt Disney and Asustek Computer to Launch Netpal Netbooks BenQ Introduces Joybook Lite U121 Eco ChinaMobile to Launch TD-SCDMA/GSM Netbooks NEC Introduces LaVie Light BL100 and BL300 Netbooks Lenovo Introduces IdeaPad S12 ECS to Introduce Netbooks HP Launches Mini 1101 and Mini 110 Mi/ XP Dell Launches Latitude 2100 Netbook Acer to Launch Aspire One 571 Packard Bell Introduces Netbooks Gateway Unveils LT30 and LT20 Netbooks OCZ Technology Launches Neutrino Netbook Shenzhen Weibu Launches N10A Netbook Lenovo Rolls Out Enhanced IdeaPad S10-2 Netbook Suzuki Launches Suzuki Neutron 701 MNI Touchscreen Netbook Dell, Numedeon, and Nickelodeon Introduce Dell Inspiron Mini Nickelodeon Sony Launches VAIO W Range of Netbooks AT&T to Introduce Subsidized Netbooks Acer to Launch Android Based Aspire One Netbook ViewSonic to Unveil Two Innovative Netbook Models BenQ Unveils Joybook Lite U102 Archos Unveils Ubuntu Netbook Lenovo Rolls Out IdeaPad U150 and IdeaPad S12 Mini Netbook HP Introduces HP Mini 5101 PC Gateway Launches LT3100 Netbook Gateway Launches LT2000 Netbook Asus Launches T101H and T91 Tablet Netbooks Asus Unveils Eee PC Asus D200 **EMTEC Launches Gdium Mobile Netbook** LimePC Introduces New Netbook Sony Introduces World's Lightest Netbook HP Unveils HP Mini 2140 Notebook Virgin Media Unveils Freedom Netbook Datawind Introduces UbiSurfer Netbook Gateway and Acer Introduce LT2100u Netbook Verizon Wireless Unveils Netbook Bundle with Gateway Acer Launches Ferrari Netbook Hewlett Packard and NVIDIA Introduce HP Mini 311 Netbook



ViewSonic Launches VieBook Netbook and ViePC Range of Products HP Taiwan Unveils Special Edition of Mini 110 Netbook Hacao Introduces Netbook Intex Unveils N101-WC1100 Netbook Kojinsha Introduces S130 Mini Notebook Acer Introduces Aspire One Gigabyte Launches M912V Touch-Screen Netbook Lenovo Launches Ideapad S10 and Ideapad S9 Netbooks Lenovo Rolls Out Ideapad U8 Smoothcreations Unveils 'Smoothbook Slice' Netbook Samsung Unveils NC10 Netbook HiVision Unveils NB0700 and NB0800 Netbooks Fujitsu Launches Amilo Mini Ui 3520 Netbook LG Mobile Unveils X110 Netbook Samsung Unveils X360 Mini-Notebook HP Launches HP Mini 1000 Netbook HP Introduces HP 2133 Mini-Note PC Packard Bell Launches Dot Netbook Fujitsu Launches LifeBook U820 Netbook Dell Introduces Inspiron Mini 12 Netbook LG Electronics Rolls Out Xnote MINI X110 Notebook Toshiba Introduces Satellite NB100 Netbook Asus Launches ASUS F8 Gigabyte Launches Innovative Netbook Series Kohjinsha to Roll Out E8 Netbook Kohjinsha Introduces W130 Netbook Simmtronics Semiconductors to Introduce Netbook Series in Collaboration with Intel

8.FOCUS ON SELECT KEY PLAYERS

Acer Incorporated (Taiwan) Asustek Computer, Inc. (Taiwan) Dell, Inc. (US) First International Computer, Inc (Taiwan) Hewlett-Packard Company (US) Micro-Star International Co., Ltd. (Taiwan) Sony Corporation (Japan) Toshiba America, Inc. (US)



9.GLOBAL MARKET PERSPECTIVE

Table 7. Global Recent Past, Current & Future Analysis for Netbooks by GeographicRegion – North America, Japan, EMEA, Asia Pacific, and Latin America MarketsIndependently Analyzed with Annual Sales Figures in 000s Units for Years 2007through 2015 (includes corresponding Graph/Chart)

Table 8. Global 8-Year Perspective for Netbooks by Geographic Region – PercentageBreakdown of Sales for North America, Japan, EMEA, Asia Pacific, and Latin AmericaMarkets for Years 2007, 2009 & 2015 (includes corresponding Graph/Chart)

III. MARKET

1.NORTH AMERICA

A. MARKET ANALYSIS

Current and Future Analysis Netbook Penetration Increases in Education Sector Telecom Carriers Kindle Demand Leading Players

Table 9. Leading Vendors in the US Netbook Market (2009 1st Quarter): PercentageShare Breakdown of Volume Sales for Acer, Asustek, HP, Dell, Samsung, Lenovo,Toshiba, and Others (includes corresponding Graph/Chart)

Strategic Corporate Developments Product Launches Key Players Dell, Inc. Hewlett-Packard Company Lenovo Group Limited Toshiba America, Inc.

B. MARKET ANALYTICS



Table 10. North American Recent Past, Current & Future Analysis for Netbooks withAnnual Sales Figures in '000 Units for Years 2007 through 2015 (includescorresponding Graph/Chart)

2.JAPAN

A. MARKET ANALYSIS

Current and Future Analysis Product Launches Key Players Sony Corporation

B. MARKET ANALYTICS

Table 11. Japanese Recent Past, Current & Future Analysis for Netbooks with AnnualSales Figures in '000 Units for Years 2007 through 2015 (includes correspondingGraph/Chart)

3.EMEA - EUROPE, MIDDLE EAST, AFRICA

A. MARKET ANALYSIS

Current and Future Analysis Market Overview Netbook Vendors in EMEA

Table 12. Leading Netbook Vendors in the EMEA (2008 (Q4)): Percentage Breakdown of Volume Sales for Acer, Asus, HP, Samsung, Dell, and Others (includes corresponding Graph/Chart)

Europe Market Overview Middle East Strategic Corporate Developments Product Launches



B. MARKET ANALYTICS

Table 13. EMEA Recent Past, Current & Future Analysis for Netbooks with AnnualSales Figures in '000 Units for Years 2007 through 2015 (includes correspondingGraph/Chart)

4.ASIA-PACIFIC

A. MARKET ANALYSIS

Current and Future Analysis Market Overview

B. MARKET ANALYTICS

Table 14. Asia Pacific Recent Past, Current & Future Analysis for Netbooks by Geographic Region – China, and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in '000s Units for Years 2007 through 2015 (includes corresponding Graph/Chart)

Table 15. Asia-Pacific 8-Year Perspective for Netbooks by Geographic Region –Percentage Breakdown of Sales for China and Rest of Asia-Pacific Markets for Years2007, 2009 & 2015

4A.CHINA

A. MARKET ANALYSIS

Market Overview Leading Players

Table 16. Leading Vendors in the Global Netbook Market (2008): Percentage ShareBreakdown of Volume Sales for Acer, Asustek, Lenovo, BenQ, and Others (includescorresponding Graph/Chart)

Non-Brand Netbooks to Witness Growth



Demand Decline for 3G Services Hits Netbook Industry Strategic Corporate Developments Product Launches Key Player Great Wall Computer Group Co. Ltd

B. MARKET ANALYTICS

Table 17. Chinese Recent Past, Current & Future Analysis for Netbooks Market withAnnual Sales Figures in '000 Units for Years 2007 through 2015 (includescorresponding Graph/Chart)

4B.REST OF ASIA-PACIFIC

A. MARKET ANALYSIS

India

Table 18. Leading Vendors in the Indian Netbook Market (2009 1st Quarter):Percentage Share Breakdown of Volume Sales for Acer, HCL, HP, and Others (includes
corresponding Graph/Chart)

Taiwan Network Providers Generate Half of the Netbook Sales Select Netbook Vendor and Telecom Operator Partnerships in Taiwan Singapore Product Launches Strategic Corporate Development Key Players Acer Incorporated (Taiwan) Asustek Computer Inc. (Taiwan) First International Computer, Inc (Taiwan) Micro-Star International Co., Ltd (Taiwan) Samsung Group (South Korea)

B. MARKET ANALYTICS



Table 19. Rest of Asia-Pacific Recent Past, Current & Future Analysis for NetbooksMarkets with Annual Sales Figures in '000 Units for Years 2007 through 2015 (includescorresponding Graph/Chart)

5.LATIN AMERICA

A. MARKET ANALYSIS

Mexico Product Launches

B. MARKET ANALYTICS

Table 20. Latin American Recent Past, Current & Future Analysis for Netbooks MarketsIndependently Analyzed with Annual Sales Figures in '000 Units for Years 2007through 2015 (includes corresponding Graph/Chart)

IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 59 (including Divisions/Subsidiaries - 108) Region/CountryPlayers The United States Japan Europe France Germany The United Kingdom Italy Spain Rest of Europe Asia-Pacific (Excluding Japan) Middle East



I would like to order

Product name: Netbooks: Market Research Report

Product link: https://marketpublishers.com/r/NBC46D73C54EN.html

Price: US\$ 3,950.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service: <u>info@marketpublishers.com</u>

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/NBC46D73C54EN.html</u>