

B2B Laptop and PC Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

<https://marketpublishers.com/r/B2312EF18FCDEN.html>

Date: March 2025

Pages: 185

Price: US\$ 4,850.00 (Single User License)

ID: B2312EF18FCDEN

Abstracts

The Global B2B Laptop & PC Market was valued at USD 258.9 billion in 2024 and is projected to grow at a CAGR of 8.2% between 2025 and 2034. The increasing demand for customized laptop and PC solutions that enhance organizational productivity and operational efficiency is driving this growth. Businesses are rapidly evolving with technological advancements and require tailored computing solutions that align with their specific operational needs. Organizations prioritize devices that offer enhanced processing power, advanced security features, and seamless performance to handle complex tasks efficiently. As a result, customization is emerging as a key trend, allowing enterprises to equip their workforce with optimized tools that maximize efficiency and streamline operations.

The growing adoption of remote work, business travel, and hybrid work environments is further fueling demand for high-performance laptops and PCs. Companies seek devices with superior storage capacity, faster memory, and reliable connectivity to meet the demands of modern workflows. The ability to configure specifications based on software compatibility and workload intensity has made customized laptops and PCs a preferred choice across industries. Organizations in sectors such as IT, finance, healthcare, and education increasingly invest in personalized computing solutions to maintain seamless digital operations. Additionally, sustainability and energy efficiency are becoming critical factors in procurement decisions, encouraging suppliers to develop eco-friendly, high-performing devices.

The market comprises various product segments, including laptops, desktop PCs, workstations, netbooks, tablet PCs, and handheld computers. In 2024, the laptop segment accounted for a 34.3% share, driven by its adaptability across diverse work environments. Businesses favor laptops that combine portability, durability, and cutting-edge features to support dynamic workflows. With an increasing focus on mobility and

remote accessibility, enterprises continue investing in advanced laptops designed to facilitate seamless collaboration and high-speed performance. By enterprise size, large enterprises dominated the B2B laptop and PC market, with a valuation of USD 171.8 billion in 2024. These organizations emphasize scalability, high-performance capabilities, and robust security measures to support extensive IT infrastructure. Bulk procurement remains a common strategy, ensuring consistency in device integration across corporate networks. Additionally, enterprises are prioritizing sustainability-focused computing solutions, opting for energy-efficient models equipped with advanced collaboration tools to enhance productivity. Asia Pacific held a 39.6% market share in 2024, driven by rapid digital transformation across industries. The growing emphasis on automation, cloud computing, and AI-driven business solutions is accelerating demand for high-performance laptops and PCs in the region. With businesses expanding their digital operations, there is a rising need for devices that can support an increasingly diverse and tech-savvy workforce. The region's commitment to technology adoption and innovation continues to shape the demand for customized laptop and PC solutions that cater to evolving business needs.

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market scope and definitions
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Base estimates and calculations
 - 1.3.1 Base year calculation
 - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
 - 1.5.2 Data mining sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Industry impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Customization options for business users
 - 3.2.1.2 Increasing demand for touch screen devices
 - 3.2.1.3 Integration of AI in PC's and laptop
 - 3.2.1.4 Expansion of software as a service
 - 3.2.1.5 Rise of hybrid work
 - 3.2.2 Industry pitfalls and challenges
 - 3.2.2.1 Supply chain disruptions for components
 - 3.2.2.2 Security risk with outdated hardware
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
- 3.5 Technology landscape
- 3.6 Future market trends
- 3.7 Gap analysis
- 3.8 Porter's analysis

3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive analysis of major market players
- 4.4 Competitive positioning matrix
- 4.5 Strategy dashboard

CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY PRODUCT, 2021 - 2034 (\$ MN & UNITS)

- 5.1 Key trends
- 5.2 Laptop
- 5.3 Desktop PCs
- 5.4 Workstations
- 5.5 Netbooks
- 5.6 Tablet PC
- 5.7 Handheld computers

CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY ENTERPRISE SIZE, 2021 - 2034 (\$ MN & UNITS)

- 6.1 Key trends
- 6.2 Large enterprise
- 6.3 SMB

CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY VERTICAL, 2021 - 2034 (\$ MN & UNITS)

- 7.1 Key trends
- 7.2 IT and telecommunications
- 7.3 Financial services
- 7.4 Healthcare
- 7.5 Education
- 7.6 Manufacturing
- 7.7 Retail
- 7.8 Media and entertainment

7.9 Others

CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 - 2034 (\$ MN & UNITS)

8.1 Key trends

8.2 North America

8.2.1 U.S.

8.2.2 Canada

8.3 Europe

8.3.1 Germany

8.3.2 UK

8.3.3 France

8.3.4 Spain

8.3.5 Italy

8.3.6 Netherlands

8.4 Asia Pacific

8.4.1 China

8.4.2 India

8.4.3 Japan

8.4.4 Australia

8.4.5 South Korea

8.5 Latin America

8.5.1 Brazil

8.5.2 Mexico

8.5.3 Argentina

8.6 Middle East and Africa

8.6.1 Saudi Arabia

8.6.2 South Africa

8.6.3 UAE

CHAPTER 9 COMPANY PROFILES

9.1 Acer Inc.

9.2 Apple Inc.

9.3 ASUSTek Computer Inc. (ASUS)

9.4 Dell Technologies

9.5 Fujitsu Limited

9.6 HP Inc.

- 9.7 Lenovo Group Limited
- 9.8 LG Electronics Inc.
- 9.9 Microsoft Corporation
- 9.10 MSI (Micro-Star International)
- 9.11 Panasonic Corporation
- 9.12 Samsung Electronics Co., Ltd.
- 9.13 Sony Corporation
- 9.14 Toshiba (Dynabook)

I would like to order

Product name: B2B Laptop and PC Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Product link: <https://marketpublishers.com/r/B2312EF18FCDEN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B2312EF18FCDEN.html>