

# India Education Computing Devices Market Size, Share & Trends Analysis Report By Product (Smartphones, Laptops, Tablets), And Segment Forecasts, 2021 - 2028

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## Abstracts

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### India Education Computing Devices Market Growth & Trends

The India education computing devices market size is anticipated to reach USD 12.79 billion by 2028, according to a new study by Grand View Research Inc. The market is projected to register a CAGR of 7.7% from 2021 to 2028. The pandemic has acted as a catalyst for the shift of several students between ages 12 and 18 to virtual classrooms. Therefore, the demand for computing devices such as smartphones, tablets, and laptops has witnessed a surge in 2020. This shift to e-learning is anticipated to revolutionize the education sector, thus promoting the trend of online education. The growth in online education is expected to be a major factor driving the growth of the market.

With a majority of the students in India below the poverty line, smartphones have emerged as a popular choice for education purposes. In India, over 70% of devices are sold within the USD 100 to 200 price band. The demand for new laptops or smartphones was also hindered by a rise in demand for refurbished or hand-me-down devices. The sales of new smartphones for education reached around 30,000 units in 2020 and are expected to register a CAGR of over 5% from 2021 to 2028.

In addition to the high costs of educational computing devices, challenges such as poor internet connectivity in several smaller regions have also impacted the market growth.

Several parents in India were in favor of the government's decision to reopen schools owing to a lack of connectivity and affordability issues. However, the introduction of online education platforms and growing developments in internet infrastructure are anticipated to contribute to the market growth over the forecast period.

### India Education Computing Devices Market Report Highlights

Smartphones have emerged as the primary mode for online learning, accounting for over 80% of the sales in 2020. The affordability of smartphones is a major factor contributing to the segment growth

Laptops accounted for a negligible share of the overall market in India. The popularity of laptops was largely witnessed in the urban regions of the country

Notebook vendors also reported a surge in demand during 2020 post the pandemic. However, the demand was higher in the commercial/enterprise sector compared to the consumer and/or education sector

Tablets were a less preferred choice, majorly due to the availability of smartphones with a larger screen size at lower costs

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