

Laptop Market Size, Share, & Trends Analysis Report By Type (Traditional Laptop, 2-in-1 Laptop), By Screen Size (Upto 10.9", 13" To 14.9", 15.0" To 16.9"), By Price, By End Use (Personal, Business, Gaming), By Region, and Segment Forecasts, 2026 - 2033

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Abstracts

Laptop Market Summary

The global Laptop market size was estimated at USD 228.8 billion in 2025 and is projected to grow from USD 240.4 billion in 2026 to USD 352.0 billion by 2033, at a CAGR of 5.6% from 2026 to 2033. Asia Pacific held a 35.2% revenue share of the global laptop industry in 2025.

The market is continuously expanding owing to rising disposable incomes, expanding internet connectivity, and consumers' growing inclination toward advanced laptops for their system performance and design. Improvements in the price-to-performance ratio and longer hardware lifespans are contributing to the growing adoption of laptops among consumers, particularly in developing countries such as India and Brazil. As laptops become more affordable while delivering stronger performance capabilities, consumer demand continues to increase across both personal and professional applications. In addition, the market is experiencing strong sales volumes due to rising demand for gaming laptops, high-speed graphics cards, and ultra-thin laptop designs that offer enhanced portability and performance. According to a 2025 study by the International Telecommunication Union, 74% of the global population uses the internet. The expanding internet user base has become a major driver of growth in the laptop industry, as increased digital connectivity worldwide drives demand for computing devices. This trend is also positively influencing related sectors, including the gaming laptop industry, laptop accessories market, and laptop battery market, creating broader

growth opportunities across the laptop ecosystem.

Several companies are focusing on developing affordable laptops to address consumer demand in countries with lower purchasing power, which is expected to attract a broader customer base and support growth in the laptop industry, including the expansion of the B2B laptop PC market. Affordable pricing strategies, combined with improving device capabilities, are helping manufacturers increase market penetration across emerging economies and price-sensitive consumer segments. For instance, in March 2026, Apple introduced the MacBook Neo, a budget-focused laptop aimed at the affordable laptop segment. The device offers Apple silicon performance, a Liquid Retina display, and all-day battery life, with a starting price of USD 599. The launch aims to make premium laptop experiences more accessible by delivering strong performance and modern design at a lower price point. This development is expected to intensify competition in the affordable laptop segment, encouraging manufacturers to improve product features while maintaining competitive pricing. It may also accelerate the transition toward premium capabilities within lower-priced categories, further strengthening innovation across the laptop industry as a whole.

In addition, digital transformation is creating a significant impact on the global education sector, changing traditional learning and training methods. Digital classrooms continue to gain wider acceptance as educational institutions increasingly adopt technology-driven learning environments. Concepts such as Bring Your Own Device (BYOD), Artificial Intelligence (AI), and personalized learning approaches are reshaping teaching, learning, and assessment processes. These advancements are creating more immersive and interactive educational experiences while expanding students' access to visual and technology-enabled learning tools.

Overall, the global laptop industry is expected to witness steady growth, supported by increasing internet penetration, accelerating digital transformation, and rising demand for both high-performance and affordable laptops. Expanding adoption across education, gaming, enterprise, and personal use segments is further strengthening market development, while continued growth in the gaming laptop industry, laptop accessories market, laptop battery market, and B2B laptop PC market is creating broader opportunities across the laptop ecosystem.

Global Laptop Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends across sub-segments from 2021 to

2033. For this study, Grand View Research has segmented the global laptop market report based on type, screen size, price, end use, and region.

Type Outlook (Revenue, USD Billion, 2021 - 2033)

Traditional Laptop

2-in-1 Laptop

Screen Size Outlook (Revenue, USD Billion, 2021 - 2033)

Upto 10.9"

11" to 12.9"

13" to 14.9"

15.0" to 16.9"

More than 17"

Price Outlook (Revenue, USD Billion, 2021 - 2033)

Upto 500

USD 501 to USD 1000

USD 1001 to USD 1500

USD 1501 to USD 2000

Above USD 2001

End Use Outlook (Revenue, USD Billion, 2021 - 2033)

Personal

Business

Gaming

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

Japan

South Korea

Australia

Latin America

Brazil

Middle East & Africa

UAE

Saudi Arabia

South Africa

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