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Education PC Market Report by Product (Laptops, Desktop, Tablets), Application (Primary Education, Secondary Education, Higher Education, and Others), and Region 2024-2032

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Abstracts

The global education PC market size reached US$ 17.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US$ 44.2 Billion by 2032, exhibiting a growth rate (CAGR) of 10.5% during 2024-2032. The increasing popularity of smart teaching techniques and the rising demand for digital learning solutions represent some of the key factors driving the market.

A personal computer (PC) is a cost-effective, digital multi-purpose electronic device explicitly designed to be utilized by a specific individual at a time for sharing or saving files and performing complex tasks instantly and accurately. It is utilized by various educational institutions as a digital medium to deliver multiple accessible files, including animated videos, presentations, e-books, files, engaging notes, and portable document formats (PDFs). Education PC offers personalized knowledge, influences career decisions, ensures student engagement, provides access to information, enhances creativity, enables teachers to analyze student's achievements and progress, and allows collaboration with peers. Along with this, education PC saves time and effort, offers optional convenience and flexibility, helps with communication, and resolves doubts in real time. Consequently, education PC finds extensive application in the dissemination of knowledge and information through online lectures and self-paced courses.

Education PC Market Trends:
The widespread adoption of smart teaching platforms and various consumer electronic products, such as laptops, tablets, and desktops, by several educational institutions to

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deliver interactive modules and videos for teaching purposes represents one of the key factors driving the market growth. In line with this, the shifting user inclination toward digital learning over traditional teaching methodologies is contributing to the market growth. Moreover, the rapid outbreak of COVID-19 and the consequent implementation of worldwide lockdowns metamorphosized the way education was imparted. This, in turn, resulted in the accelerated adoption of digital learning tools, which facilitated the sales of education PC. Additionally, the extensive utilization of learning management systems (LMS) and learning content management systems (LCMS) by educational content creators to create or update multiple lessons accurately is supporting the market growth. The large-scale integration of virtual and augmented reality (VR/AR), artificial intelligence (AI), and three-dimensional (3D) animation technologies into educational concepts and devices for offering immersive learning experiences to students is propelling the market growth. Furthermore, the rising skill gap and the escalating need for proficient working employees have facilitated the demand for education PC across small and medium-sized enterprises (SMEs) to hone technical skills, which is favoring the market growth. Other factors, such as the advent of work-from-home (WFH) and bring-your-own-device (BYOD) models, the rising popularity of massive open online courses (MOOCs), increasing penetration of smart devices, and the easy availability of high-speed internet, are creating a positive outlook for the market.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each segment of the global education PC market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on product and application.

Product Insights:
Laptops
Desktop
Tablets

The report has also provided a detailed breakup and analysis of the education PC market based on the product. This includes laptops, desktop and tablets. According to the report, laptops represented the largest segment.

Application Insights:

Primary Education
Secondary Education

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Higher Education
Others

A detailed breakup and analysis of the education PC market based on the application has also been provided in the report. This includes primary, secondary, higher education and others. According to the report, higher education accounted for the largest market share.

Regional Insights:
North America
United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North

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America was the largest market for education PCs. Some of the factors driving the North America education PC market included the increasing popularity of massive open online courses (MOOCs) and the widespread utilization of digital learning solutions, especially during the COVID-19 pandemic.

Competitive Landscape:
The report has also provided a comprehensive analysis of the competitive landscape in the global education PC market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Acer Inc., Apple Inc., ASUSTeK Computer Inc., Dell Inc., Elitegroup Computer Systems Co. Ltd., HP Development Company L.P., Lenovo Group Limited, Samsung Electronics Co. Ltd.,etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:
How has the global education PC market performed so far and how will it perform in the coming years?
What are the drivers, restraints, and opportunities in the global education PC market?
What are the key regional markets?
Which countries represent the most attractive education PC markets?
What is the breakup of the market based on the product?
What is the breakup of the market based on the application?
What is the competitive structure of the education PC market?
Who are the key players/companies in the global education PC market?

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Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

2.1 Objectives of the Study
2.2 Stakeholders
2.3 Data Sources
  2.3.1 Primary Sources
  2.3.2 Secondary Sources
2.4 Market Estimation
  2.4.1 Bottom-Up Approach
  2.4.2 Top-Down Approach
2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

4.1 Overview
4.2 Key Industry Trends

5 GLOBAL EDUCATION PC MARKET

5.1 Market Overview
5.2 Market Performance
5.3 Impact of COVID-19
5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT

6.1 Laptops
  6.1.1 Market Trends
  6.1.2 Market Forecast
6.2 Desktop
  6.2.1 Market Trends
  6.2.2 Market Forecast
6.3 Tablets

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6.3.1 Market Trends
6.3.2 Market Forecast

7 MARKET BREAKUP BY APPLICATION

7.1 Primary Education
7.1.1 Market Trends
7.1.2 Market Forecast
7.2 Secondary Education
7.2.1 Market Trends
7.2.2 Market Forecast
7.3 Higher Education
7.3.1 Market Trends
7.3.2 Market Forecast
7.4 Others
7.4.1 Market Trends
7.4.2 Market Forecast

8 MARKET BREAKUP BY REGION

8.1 North America
8.1.1 United States
8.1.1.1 Market Trends
8.1.1.2 Market Forecast
8.1.2 Canada
8.1.2.1 Market Trends
8.1.2.2 Market Forecast
8.2 Asia-Pacific
8.2.1 China
8.2.1.1 Market Trends
8.2.1.2 Market Forecast
8.2.2 Japan
8.2.2.1 Market Trends
8.2.2.2 Market Forecast
8.2.3 India
8.2.3.1 Market Trends
8.2.3.2 Market Forecast
8.2.4 South Korea
8.2.4.1 Market Trends

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8.2.4.2 Market Forecast
8.2.5 Australia
8.2.5.1 Market Trends
8.2.5.2 Market Forecast
8.2.6 Indonesia
8.2.6.1 Market Trends
8.2.6.2 Market Forecast
8.2.7 Others
8.2.7.1 Market Trends
8.2.7.2 Market Forecast
8.3 Europe
8.3.1 Germany
8.3.1.1 Market Trends
8.3.1.2 Market Forecast
8.3.2 France
8.3.2.1 Market Trends
8.3.2.2 Market Forecast
8.3.3 United Kingdom
8.3.3.1 Market Trends
8.3.3.2 Market Forecast
8.3.4 Italy
8.3.4.1 Market Trends
8.3.4.2 Market Forecast
8.3.5 Spain
8.3.5.1 Market Trends
8.3.5.2 Market Forecast
8.3.6 Russia
8.3.6.1 Market Trends
8.3.6.2 Market Forecast
8.3.7 Others
8.3.7.1 Market Trends
8.3.7.2 Market Forecast
8.4 Latin America
8.4.1 Brazil
8.4.1.1 Market Trends
8.4.1.2 Market Forecast
8.4.2 Mexico
8.4.2.1 Market Trends
8.4.2.2 Market Forecast

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8.4.3 Others
8.4.3.1 Market Trends
8.4.3.2 Market Forecast
8.5 Middle East and Africa
8.5.1 Market Trends
8.5.2 Market Breakup by Country
8.5.3 Market Forecast

9 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

9.1 Overview
9.2 Drivers
9.3 Restraints
9.4 Opportunities

10 VALUE CHAIN ANALYSIS

11 PORTERS FIVE FORCES ANALYSIS

11.1 Overview
11.2 Bargaining Power of Buyers
11.3 Bargaining Power of Suppliers
11.4 Degree of Competition
11.5 Threat of New Entrants
11.6 Threat of Substitutes

12 PRICE ANALYSIS

13 COMPETITIVE LANDSCAPE

13.1 Market Structure
13.2 Key Players
13.3 Profiles of Key Players
13.3.1 Acer Inc.
13.3.1.1 Company Overview
13.3.1.2 Product Portfolio
13.3.1.3 Financials
13.3.1.4 SWOT Analysis
13.3.2 Apple Inc.

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13.3.2.1 Company Overview
13.3.2.2 Product Portfolio
13.3.2.3 Financials
13.3.2.4 SWOT Analysis
13.3.3 ASUSTeK Computer Inc.
13.3.3.1 Company Overview
13.3.3.2 Product Portfolio
13.3.3.3 Financials
13.3.3.4 SWOT Analysis
13.3.4 Dell Inc.
13.3.4.1 Company Overview
13.3.4.2 Product Portfolio
13.3.4.3 Financials
13.3.4.4 SWOT Analysis
13.3.5 Elitegroup Computer Systems Co. Ltd.
13.3.5.1 Company Overview
13.3.5.2 Product Portfolio
13.3.5.3 Financials
13.3.6 HP Development Company L.P.
13.3.6.1 Company Overview
13.3.6.2 Product Portfolio
13.3.6.3 Financials
13.3.6.4 SWOT Analysis
13.3.7 Lenovo Group Limited
13.3.7.1 Company Overview
13.3.7.2 Product Portfolio
13.3.7.3 Financials
13.3.7.4 SWOT Analysis
13.3.8 Samsung Electronics Co. Ltd.
13.3.8.1 Company Overview
13.3.8.2 Product Portfolio
13.3.8.3 Financials
13.3.8.4 SWOT Analysis

Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

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List Of Tables

LIST OF TABLES

Table 1: Global: Education PC Market: Key Industry Highlights, 2023 & 2032
Table 2: Global: Education PC Market Forecast: Breakup by Product (in Million US$), 2024-2032
Table 3: Global: Education PC Market Forecast: Breakup by Application (in Million US$), 2024-2032
Table 4: Global: Education PC Market Forecast: Breakup by Region (in Million US$), 2024-2032
Table 5: Global: Education PC Market: Competitive Structure
Table 6: Global: Education PC Market: Key Players

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List Of Figures

LIST OF FIGURES

Figure 1: Global: Education PC Market: Major Drivers and Challenges
Figure 2: Global: Education PC Market: Sales Value (in Billion US$), 2018-2023
Figure 3: Global: Education PC Market Forecast: Sales Value (in Billion US$), 2024-2032
Figure 4: Global: Education PC Market: Breakup by Product (in %), 2023
Figure 5: Global: Education PC Market: Breakup by Application (in %), 2023
Figure 6: Global: Education PC Market: Breakup by Region (in %), 2023
Figure 7: Global: Education PC (Laptops) Market: Sales Value (in Million US$), 2018 & 2023
Figure 8: Global: Education PC (Laptops) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 9: Global: Education PC (Desktop) Market: Sales Value (in Million US$), 2018 & 2023
Figure 10: Global: Education PC (Desktop) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 11: Global: Education PC (Tablets) Market: Sales Value (in Million US$), 2018 & 2023
Figure 12: Global: Education PC (Tablets) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 13: Global: Education PC (Primary Education) Market: Sales Value (in Million US$), 2018 & 2023
Figure 14: Global: Education PC (Primary Education) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 15: Global: Education PC (Secondary Education) Market: Sales Value (in Million US$), 2018 & 2023
Figure 16: Global: Education PC (Secondary Education) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 17: Global: Education PC (Higher Education) Market: Sales Value (in Million US$), 2018 & 2023
Figure 18: Global: Education PC (Higher Education) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 19: Global: Education PC (Other Applications) Market: Sales Value (in Million US$), 2018 & 2023
Figure 20: Global: Education PC (Other Applications) Market Forecast: Sales Value (in Million US$), 2024-2032

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Figure 21: North America: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 22: North America: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 23: United States: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 24: United States: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 25: Canada: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 26: Canada: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 27: Asia-Pacific: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 28: Asia-Pacific: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 29: China: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 30: China: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 31: Japan: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 32: Japan: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 33: India: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 34: India: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 35: South Korea: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 36: South Korea: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 37: Australia: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 38: Australia: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 39: Indonesia: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 40: Indonesia: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 41: Others: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 42: Others: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 43: Europe: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 44: Europe: Education PC Market Forecast: Sales Value (in Million US$),

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2024-2032
Figure 45: Germany: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 46: Germany: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 47: France: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 48: France: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 49: United Kingdom: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 50: United Kingdom: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 51: Italy: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 52: Italy: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 53: Spain: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 54: Spain: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 55: Russia: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 56: Russia: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 57: Others: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 58: Others: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 59: Latin America: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 60: Latin America: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 61: Brazil: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 62: Brazil: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 63: Mexico: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 64: Mexico: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 65: Others: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 66: Others: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 67: Middle East and Africa: Education PC Market: Sales Value (in Million US$), 2018 & 2023
Figure 68: Middle East and Africa: Education PC Market: Breakup by Country (in %),

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2023
Figure 69: Middle East and Africa: Education PC Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 70: Global: Education PC Industry: Drivers, Restraints, and Opportunities
Figure 71: Global: Education PC Industry: Value Chain Analysis
Figure 72: Global: Education PC Industry: Porter's Five Forces Analysis

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