

Hybrid Devices Market Report by Type (Convertible Hybrid Devices, Detachable Hybrid Devices), Screen Size (Less than 12 Inches, 12 Inches to 15 Inches, Greater than 15 Inches), End User (Personal Use, Educational Institutions, Healthcare, IT And Telecom, Retail, and Others), and Region 2023-2028

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Abstracts

The global hybrid devices market size reached US\$ 39.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 103.8 Billion by 2028, exhibiting a growth rate (CAGR) of 17.62% during 2022-2028. The rising demand for hybrid devices in the gaming and entertainment sector, the significant expansion in the healthcare sector, and the widespread adoption of hybrid devices in the education sector are some of the major factors propelling the market.

Hybrid devices often refer to computers produced with functionalities of several devices with similar features. It is available in combination devices with the functionalities of laptop and tablet computers. These versatile devices offer the convenience of a tablet's touchscreen interface and portability, along with the productivity of a laptop's physical keyboard and processing power. It can be employed in several modes, such as laptop mode with the attached keyboard, tablet mode by detaching the keyboard, tent, or presentation modes. Additionally, this adaptability makes them suitable for various tasks, from content consumption and casual browsing to complex tasks such as content creation and business applications.

The market is primarily driven by the increasing demand for hybrid devices in the corporate sectors. In addition, businesses are adopting devices for their employees to

offer the convenience of portability while ensuring compatibility with business applications, which is influencing market growth. It also provides the mobility required for modern work environments without sacrificing productivity. Moreover, several technological advancements improved battery life, processing power, and software optimization, enabling devices to perform efficiently in various modes and applications, representing another major growth-inducing factor. Besides this, the increasing product use of entertainment and media consumption due to its tactile touch interface enhances the experience of consuming multimedia content, such as videos, e-books, and interactive applications, thus augmenting the market growth. Furthermore, the growth of cloud computing allows individuals to access their data and applications from anywhere with an internet connection, enabling users to easily access and synchronize their data across devices, thus creating a positive market outlook.

Hybrid Devices Market Trends/Drivers:

The rising demand for hybrid devices in the gaming and entertainment sector

The market is primarily driven by the significant transformation in the gaming and entertainment sectors. In addition, the evolving preferences of consumers who seek integration of productivity and entertainment within a single device are influencing the market growth. These devices can function as laptops and tablets that effortlessly adapt to their numerous needs, and provide a rich and adaptable platform for consuming content, engaging in gaming, and carrying out productivity tasks. Moreover, modern consumers transition between creating presentations, streaming videos, and indulging in immersive gaming experiences to cater to these multifaceted requirements by offering the best of worlds, blurring the lines between work and play representing another major growth-inducing factor. Besides this, the increasing product use among gamers due to their versatility and portability which allow them to engage in casual gaming and intense gameplay experiences are propelling the market growth. Furthermore, the incorporation of touchscreens, detachable keyboards, and powerful processors ensures an engaging gaming encounter that extends beyond traditional platforms, thus creating a positive market outlook.

The significant expansion in the healthcare sector

The market is primarily driven by the growing healthcare industry. In addition, the increasing demand for hybrid devices exemplifies the synergistic convergence of medical imaging, diagnostics, and interventional procedures, thus influencing market growth. For instance, hybrid imaging systems that combine positron emission tomography (PET) with computed tomography (CT) or magnetic resonance imaging

(MRI) provide comprehensive insights into anatomical structures and functional processes, enabling precise diagnoses and personalized treatment plans. Similarly, hybrid surgical tools amalgamate the precision of robotic systems with real-time imaging, transforming minimally invasive procedures and allowing surgeons to navigate complex anatomies with enhanced accuracy, thus propelling the market growth. Moreover, the research and development (R&D) efforts in hybrid technology, and manufacturers collaborating with medical professionals to develop innovative solutions that address specific clinical challenges, improve patient outcomes, and optimize healthcare workflows, representing another major growth-inducing factor.

The widespread product adoption in the education sector

The market is driven by the growing need for flexible and interactive learning experiences. In addition, the increasing product use offers students the convenience of a tablet's portability while providing the functionality of a laptop for tasks such as content creation, research, and collaborative projects, augmenting the market growth. Moreover, the shift toward digital learning methodologies is escalating the demand for hybrid devices, representing another major growth-inducing factor. Along with this, educational institutions are recognizing the value of technology in enhancing engagement and knowledge retention, thus propelling market growth. It enables students to access a wealth of digital resources, interactive applications, and e-learning platforms, thereby augmenting the learning process for an immersive educational journey. Besides this, students are equipped with devices that mirror real-world technological integration to prepare them for the evolving workplace, thus accelerating the sales demand.

Hybrid Devices Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global hybrid devices market report, along with forecasts at the global, regional, and country levels for 2023-2028. Our report has categorized the market based on type, screen size, and end user.

Breakup by Type:

Convertible Hybrid Devices

Detachable Hybrid Devices

Convertible hybrid devices represent the most popular type

The report has provided a detailed breakup and analysis of the market based on the type. This includes convertible hybrid devices and detachable hybrid devices. According to the report, convertible hybrid devices accounted for the largest market share.

Convertible hybrid devices offer a unique blend of features that cater to different use scenarios, offering the ability to switch between laptop and tablet modes, thus enabling users to experience with improved adaptability. These devices are suitable for work, entertainment, and creativity. The incorporation of touch screens and stylus support further enhances user experience, facilitating intuitive interaction.

Moreover, the convertible devices market is driven by its superior design and performance. Also, manufacturers are investing in refining the hardware, ensuring powerful processors, ample memory, and high-resolution displays, which represents another major growth-inducing factor.

Besides this, the software ecosystem is evolving to accommodate hybrid functionality, enabling a seamless transition between traditional desktop applications and touch-based interfaces, thus propelling market growth. Furthermore, operating systems are embracing this shift, optimizing user interfaces to maximize the potential of these devices, thus creating a positive market outlook.

Breakup by Screen Size:

Less than 12 Inches

12 Inches to 15 Inches

Greater than 15 Inches

12 Inches to 15 Inches presently account for the largest market share

A detailed breakup and analysis of the market based on the screen size has also been provided in the report. This includes less than 12 inches, 12 inches to 15 inches, and greater than 15 inches. According to the report, 12 inches to 15 inches accounted for the largest market share.

The 12-inch to 15-inch market is driven by the combination of user preferences and technological advancements. In addition, the increasing demand for 12-inch to 15-inch screen size among individuals seeking portability and productivity are influencing the market growth. A screen large enough to facilitate comfortable viewing and multitasking, and compact enough for on-the-go use, catering to various needs.

Moreover, an increasing demand for versatile computing solutions. Laptops and tablets in the 12 to 15-inch category bridge the gap between conventional laptops and mobile tablets and offer touch functionality, detachable keyboards, and pen input, creating a flexible user experience that caters to various tasks representing another major growth-inducing factor.

Apart from this, enhanced display resolutions, improved battery efficiency, and powerful processors are contributing to the feasibility of larger screens without compromising mobility. Furthermore, the easy availability of cloud services minimizes the need for extensive on-device storage, further enabling the adoption of these devices, thus propelling the market growth.

Breakup by End User:

Personal Use

Educational Institutions

Healthcare

IT and Telecom

Retail

Others

IT and Telecom holds the largest share of the market

A detailed breakup and analysis of the market based on the end user has also been provided in the report. This includes personal use, educational institutions, healthcare, IT and telecom, retail, and others. According to the report, IT and telecom accounted for the largest market share.

The IT industry is driven by the growing emphasis on innovation and versatility. In addition, the increasing use of hybrid devices that blend the functionalities of laptops and tablets provide tools catering to numerous computing needs, thus contributing to the market growth. These devices offer the flexibility required by modern professionals, allowing them to switch between work modes effortlessly.

Moreover, the telecom sector is driven by the proliferation of connectivity. As devices rely on seamless network integration, telecom companies ensure consistent and reliable internet access, escalating the demand for remote work and virtual collaboration, further highlighting the importance of efficient connectivity.

Furthermore, the IT and telecom industries collaborate to foster the growth of cloud computing and data storage solutions. Also, devices seamlessly integrate with cloud-based platforms, enabling users to access their data and applications from anywhere enabling accessibility and enhanced productivity, thus propelling the market growth.

Breakup by Region:

North America

United States

Canada

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

North America exhibits a clear dominance in the market

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America

(Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

The North America market is primarily driven by the presence of key players and a growing number of startups across the region. This environment encourages the development and deployment of cutting-edge devices, offering consumers numerous range of options catering to their evolving needs.

Moreover, the increasing investment in research and development (R&D) fuels the creation of groundbreaking technologies. Collaborations between academia, industry, and research institutions lead to advancements that further stimulate market growth.

Besides this, the enhancing infrastructure and connectivity facilitate the integration of hybrid devices into daily life, thus accelerating the sales demand. Also, the widespread adoption of devices due to high-speed internet, and widespread connectivity from smartphones with foldable screens to versatile 2-in-1 laptops are propelling the market growth. In addition, effective marketing and distribution strategies by companies operating in the region amplify the visibility and accessibility of devices, thereby creating a positive market outlook.

Competitive Landscape:

Nowadays, key players are implementing various strategies to strengthen their positions and cater to evolving consumer demands. They are investing in research and development (R&D) to introduce innovative devices that combine the features of laptops and tablets which include advanced touch-screen capabilities, detachable keyboards, and versatile form factors. Moreover, companies are focusing on improving the performance of their devices by incorporating the latest processors, increased memory, and efficient cooling solutions which ensures seamless multitasking and better user experiences. They are emphasizing sleek and lightweight designs, making their devices highly portable and user-friendly catering to professionals and students requiring devices for work and leisure. Furthermore, key players are emphasizing multi-mode functionality, allowing users to switch between laptop, tablet, and tent modes effortlessly which accommodates different usage scenarios.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Acer Inc.

ASUSTeK Computer Inc.
Dell Technologies Inc.
FUJITSU Limited
HP Development Company L.P
Lenovo Group Limited
LG Corporation
Microsoft Corporation
Samsung Electronics Co. Ltd
Toshiba Corporation

Recent Developments:

In May 2020, Microsoft Corporation introduced a new surface family of devices Surface Book 3, and Surface Go 2 available in the market at a cost of US\$ 1,028 for the 64 GB configuration and US\$ 1,128 for the 128 GB configuration.

In August 2020, Lenovo Group introduced New Lenovo 100e 2nd Gen and Lenovo 300e 2nd Gen laptops powered by AMD for virtual reality (VR) education.

In January 2022, Acer introduced new chromebooks-314,315, and 513 designed for consumers who need a secure, easy-to-use, and affordable device for entertainment, productivity, and communication.

Key Questions Answered in This Report

1. How big is the global hybrid devices market?
2. What is the expected growth rate of the global hybrid devices market during 2023-2028?
3. What are the key factors driving the global hybrid devices market?
4. What has been the impact of COVID-19 on the global hybrid devices market?
5. What is the breakup of the global hybrid devices market based on the type?
6. What is the breakup of the global hybrid devices market based on the screen size?
7. What is the breakup of the global hybrid devices market based on the end user?
8. What are the key regions in the global hybrid devices market?
9. Who are the key players/companies in the global hybrid devices market?

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