

Stick PC Market by Type (Intel Atom Processor, Core M Processor), Application (Home Use, Commercial Use), and Region 2024-2032

<https://marketpublishers.com/r/S1D9383F53BFEN.html>

Date: April 2024

Pages: 137

Price: US\$ 3,899.00 (Single User License)

ID: S1D9383F53BFEN

Abstracts

The global stick PC market size reached US\$ 5.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 9.1 Billion by 2032, exhibiting a growth rate (CAGR) of 6.43% during 2024-2032. The implementation of online learning methods and the increasing product demand among businesses and enterprises represent some of the key factors driving the market.

A stick personal computer (PC), also known as the PC on a stick, is a single-board, palm-sized computer housed in a compact enclosure. It has several features, including mobile and graphic processors, flash memory storage, operating systems, random-access memory (RAM), Bluetooth, WiFi, and additional card slots. Stick PC is widely used for social networking, media streaming, video conferencing, online learning, downloading applications, and checking emails. As compared to traditional PCs, a stick PC is cost-effective, portable, lightweight, requires fewer cables and consumes less energy. Stick PC offers a plug-and-play feature that allows convenient integration into the existing business workflow for commercial use. It is also highly reliable and maintenance-free, provides excellent performance and computing power, supports all commonly used online services and applications, and provides access to both Windows and android features.

Stick PC Market Trends:

The rising product utilization in household applications is one of the primary factors driving the market growth. Stick PC is widely used for video calling, social media, downloading movies, web browsing, internet surfing, and online streaming on televisions, monitor screens, laptops, desktop PC, projectors, and flatscreens due to its low energy consumption, cost-effectiveness, portability, and excellent performance. In

In addition to this, the increasing adoption of stick PC as it allows access to cloud-based learning management systems (LMS) from remote locations due to the growing trend of online learning is facilitating the market growth. Furthermore, the widespread product adoption among businesses and enterprises, as it enables looped media on a large advertising screen at affordable rates and provides the ability to work from anywhere by offering access to operating systems, emails, presentations, professional applications, and extra storage capacity, is acting as another growth-inducing factor. Additionally, the integration of deep neural network technology to develop an advanced stick PC capable of enhancing artificial intelligence (AI)-based applications on various devices, such as drones, smart homes, 360-degree cameras, and virtual reality and augmented reality (VR/AR) headsets is positively influencing the market growth. Apart from this, the integration of the Internet of Things (IoT) technology that allows users to switch between computer mode and device mode, turn WiFi on and off, and transfer data using smartphones is propelling the market growth. Other factors, including rising product utilization for online gaming, increasing need for portable devices to access data, escalating demand for low energy consuming devices, extensive research and development (R&D) activities towards semiconductor miniaturization, and increasing production of digital content, are anticipated to drive the market growth.

Key Market Segmentation:

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

Type Insights:

Intel Atom Processor
Core M Processor

The report has also provided a detailed breakup and analysis of the stick PC market based on the type. This includes intel atom and core m processors. According to the report, intel atom processors represented the largest segment.

Application Insights:

Home Use
Commercial Use

A detailed breakup and analysis of the stick PC market based on the application has

Stick PC Market by Type (Intel Atom Processor, Core M Processor), Application (Home Use, Commercial Use), and...

been provided in the report. This includes home and commercial use.

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 America was the largest market for stick PC. Some of the factors driving the North America stick PC market include the increasing need for portable devices, technological advancements, and extensive research and development (R&D) activities.

Competitive Landscape

Stick PC Market by Type (Intel Atom Processor, Core M Processor), Application (Home Use, Commercial Use), and...

The report has also provided a comprehensive analysis of the competitive landscape in the global stick PC market. Detailed profiles of all major companies have also been provided. Some of the companies covered include ASUSTek Computer Inc., Azulle, Intel Corporation, Lenovo Group Limited, MagicStick, 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 stick PC market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global stick PC market?

What are the key regional markets?

Which countries represent the most attractive stick PC markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the application?

What is the competitive structure of the global stick PC market?

Who are the key players/companies in the global stick PC market?

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 STICK PC MARKET

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

6 MARKET BREAKUP BY TYPE

- 6.1 Intel Atom Processor
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Core M Processor
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY APPLICATION

7.1 Home Use

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Commercial Use

7.2.1 Market Trends

7.2.2 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

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

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

Stick PC Market by Type (Intel Atom Processor, Core M Processor), Application (Home Use, Commercial Use), and...

- 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 ASUSTek Computer 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 Azulle
 - 13.3.2.1 Company Overview
 - 13.3.2.2 Product Portfolio
 - 13.3.3 Intel Corporation
 - 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 Lenovo Group Limited
 - 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 MagicStick

13.3.5.1 Company Overview

13.3.5.2 Product Portfolio

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

List Of Tables

LIST OF TABLES

Table 1: Global: Stick PC Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Stick PC Market Forecast: Breakup by Type (in Million US\$),
2024-2032

Table 3: Global: Stick PC Market Forecast: Breakup by Application (in Million US\$),
2024-2032

Table 4: Global: Stick PC Market Forecast: Breakup by Region (in Million US\$),
2024-2032

Table 5: Global: Stick PC Market: Competitive Structure

Table 6: Global: Stick PC Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Stick PC Market: Major Drivers and Challenges
- Figure 2: Global: Stick PC Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: Global: Stick PC Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 4: Global: Stick PC Market: Breakup by Type (in %), 2023
- Figure 5: Global: Stick PC Market: Breakup by Application (in %), 2023
- Figure 6: Global: Stick PC Market: Breakup by Region (in %), 2023
- Figure 7: Global: Stick PC (Intel Atom Processor) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 8: Global: Stick PC (Intel Atom Processor) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 9: Global: Stick PC (Core M Processor) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 10: Global: Stick PC (Core M Processor) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 11: Global: Stick PC (Home Use) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 12: Global: Stick PC (Home Use) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 13: Global: Stick PC (Commercial Use) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 14: Global: Stick PC (Commercial Use) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 15: North America: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 16: North America: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 17: United States: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 18: United States: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 19: Canada: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 20: Canada: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 21: Asia-Pacific: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 22: Asia-Pacific: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 23: China: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 24: China: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032

- Figure 25: Japan: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 26: Japan: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 27: India: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 28: India: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 29: South Korea: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 30: South Korea: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 31: Australia: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 32: Australia: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 33: Indonesia: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 34: Indonesia: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 35: Others: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 36: Others: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 37: Europe: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 38: Europe: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 39: Germany: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 40: Germany: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 41: France: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 42: France: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 43: United Kingdom: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 44: United Kingdom: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 45: Italy: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 46: Italy: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 47: Spain: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 48: Spain: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 49: Russia: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 50: Russia: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 51: Others: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 52: Others: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 53: Latin America: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 54: Latin America: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 55: Brazil: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 56: Brazil: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 57: Mexico: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 58: Mexico: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: Others: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: Others: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: Middle East and Africa: Stick PC Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: Middle East and Africa: Stick PC Market: Breakup by Country (in %), 2023

Figure 63: Middle East and Africa: Stick PC Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: Global: Stick PC Industry: Drivers, Restraints, and Opportunities

Figure 65: Global: Stick PC Industry: Value Chain Analysis

Figure 66: Global: Stick PC Industry: Porter's Five Forces Analysis

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