

Ultra-Mobile Device Market by Type (Premium Ultra-Mobile Devices, Basic Ultra-Mobile Devices, Utility Ultra-Mobile Devices), Device Type (Tablet, Laptop, Convertibles, Detachable), Application (Healthcare, Consumer Electronics, IT And Telecom, Retail, BFSI, Education, Entertainment, and Others), and Region 2024-2032

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Abstracts

The global ultra-mobile device market size reached US\$ 213.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 329.7 Billion by 2032, exhibiting a growth rate (CAGR) of 4.8% during 2024-2032. The increasing sales of consumer electronics, emerging trend of bring your own device (BYOD) in the workplace, and the integration of advanced technologies represent some of the key factors driving the market.

Ultra-mobile device (UMD) is a lightweight and mid-size computing tool, including tablets and laptops, which supports various applications in numerous industry verticals. It facilitates higher productivity, improved battery life, full-scale functionality, extended portability, and reduced bulk. It is incorporated with ports to provide connectivity with conventional keyboards and mice. It is commonly classified into premium, basic, and utility variants. Amongst these, the premium UMD variant is user-interface-optimized for media consumption and retains capabilities for full-scale data processing. The basic UMD variant depends on the use of specific software linked to the operating system (OS) for content consumption, social interaction, and data processing input. Besides this, the utility UMD variant offers the lowest cost by compromising on processor speed, screen size, resolution, and camera capabilities.

At present, there is a considerable increase in the demand for consumer electronics, such as UMDs, on account of the improving income levels of individuals and the rising penetration of the internet. This represents one of the key factors supporting the growth of the market around the world. Moreover, there is a rise in the adoption of UMDs in organizations, as they are easy to handle day-to-day business tasks. This, coupled with the emerging trend of bring your own device (BYOD) in the workplace and the increasing adoption of the hybrid and remote working models, is contributing to the market growth. In addition, the rising usage of UMDs among students to facilitate them with interactive online lectures and study material is favoring the market growth. The growing awareness about the benefits of e-learning solutions is also currently fueling the market growth. Apart from this, the integration of the latest touchscreen interfaces, robust operating systems, powerful processors, and accessories in UMDs is strengthening the growth of the market. Furthermore, the easy availability of new and advanced models of UMDs with innovative features and customized designs through online retail channels at discounted deals and with innumerable payment options is creating a positive outlook for the market. Additionally, there is an increase in the use of UMDs for monitoring and security purposes in the healthcare, telecommunication, and retail sectors.

Key Market Segmentation:

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

Type Insights

Premium Ultra-Mobile Devices

Basic Ultra-Mobile Devices

Utility Ultra-Mobile Devices

The report has also provided a detailed breakup and analysis of the ultra-mobile device market based on the type. This includes premium, basic, and utility. According to the report, premium ultra-mobile devices represented the largest segment.

Device Type Insights

Tablet

Laptop

Convertibles Detachable

A detailed breakup and analysis of the ultra-mobile device market based on the device type has also been provided in the report. This includes tablet, laptop, convertibles, and detachable. According to the report, laptop accounted for the largest market share.

Application Insights

Healthcare
Consumer Electronics
IT And Telecom
Retail
BFSI
Education
Entertainment
Others

A detailed breakup and analysis of the ultra-mobile device market based on the application has also been provided in the report. This includes healthcare, consumer electronics, IT and telecom, retail, BFSI, education, entertainment, and others. According to the report, consumer electronics 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, 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 ultra-mobile device. Some of the factors driving the North America ultra-mobile device market included the increasing reliance on consumer electronics, rising number of people watching OTT content and the growing awareness about the benefits of using UMDs, such as portability and convenience.

Competitive Landscape

The report has also provided a comprehensive analysis of the competitive landscape in the global ultra-mobile device market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Apple Inc., ASUSTeK Computer Inc., Dell Inc., Google LLC (Alphabet Inc.), HP Development Company L.P., Lenovo Group Limited, Microsoft Corporation, 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

1. How big is the global ultra-mobile device market?
2. What is the expected growth rate of the global ultra-mobile device market during 2024-2032?
3. What are the key factors driving the global ultra-mobile device market?
4. What has been the impact of COVID-19 on the global ultra-mobile device market?
5. What is the breakup of the global ultra-mobile device market based on the type?
6. What is the breakup of the global ultra-mobile device market based on the device

type?

7. What is the breakup of the global ultra-mobile device market based on the application?
8. What are the key regions in the global ultra-mobile device market?
9. Who are the key players/companies in the global ultra-mobile device market?

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