

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?

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 ULTRA-MOBILE DEVICE 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 Premium Ultra-Mobile Devices
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Basic Ultra-Mobile Devices
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Utility Ultra-Mobile Devices

6.3.1 Market Trends

6.3.2 Market Forecast

7 MARKET BREAKUP BY DEVICE TYPE

7.1 Tablet

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Laptop

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Convertibles

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 Detachable

7.4.1 Market Trends

7.4.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

8.1 Healthcare

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Consumer Electronics

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 IT and Telecom

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Retail

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 BFSI

8.5.1 Market Trends

8.5.2 Market Forecast

8.6 Education

8.6.1 Market Trends

8.6.2 Market Forecast

8.7 Entertainment

- 8.7.1 Market Trends
- 8.7.2 Market Forecast
- 8.8 Others
 - 8.8.1 Market Trends
 - 8.8.2 Market Forecast

9 MARKET BREAKUP BY REGION

- 9.1 North America
 - 9.1.1 United States
 - 9.1.1.1 Market Trends
 - 9.1.1.2 Market Forecast
 - 9.1.2 Canada
 - 9.1.2.1 Market Trends
 - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
 - 9.2.1 China
 - 9.2.1.1 Market Trends
 - 9.2.1.2 Market Forecast
 - 9.2.2 Japan
 - 9.2.2.1 Market Trends
 - 9.2.2.2 Market Forecast
 - 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
 - 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
 - 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
 - 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
 - 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany

- 9.3.1.1 Market Trends
- 9.3.1.2 Market Forecast
- 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
- 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
- 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
- 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
- 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
- 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast
 - 9.4.3 Others
 - 9.4.3.1 Market Trends
 - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
 - 9.5.1 Market Trends
 - 9.5.2 Market Breakup by Country
 - 9.5.3 Market Forecast

10 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

- 10.1 Overview
- 10.2 Drivers

10.3 Restraints

10.4 Opportunities

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Apple Inc.

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.1.3 Financials

14.3.1.4 SWOT Analysis

14.3.2 ASUSTeK Computer Inc.

14.3.2.1 Company Overview

14.3.2.2 Product Portfolio

14.3.2.3 Financials

14.3.2.4 SWOT Analysis

14.3.3 Dell Inc.

14.3.3.1 Company Overview

14.3.3.2 Product Portfolio

14.3.3.3 Financials

14.3.3.4 SWOT Analysis

14.3.4 Google LLC (Alphabet Inc.)

14.3.4.1 Company Overview

14.3.4.2 Product Portfolio

14.3.4.3 SWOT Analysis

14.3.5 HP Development Company L.P.

14.3.5.1 Company Overview

14.3.5.2 Product Portfolio

14.3.5.3 Financials

14.3.5.4 SWOT Analysis

14.3.6 Lenovo Group Limited

14.3.6.1 Company Overview

14.3.6.2 Product Portfolio

14.3.7 Microsoft Corporation

14.3.7.1 Company Overview

14.3.7.2 Product Portfolio

14.3.7.3 Financials

14.3.7.4 SWOT Analysis

14.3.8 Samsung Electronics Co. Ltd.

14.3.8.1 Company Overview

14.3.8.2 Product Portfolio

14.3.8.3 Financials

14.3.8.4 SWOT Analysis

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

List Of Tables

LIST OF TABLES

Table 1: Global: Ultra-Mobile Device Market: Key Industry Highlights, 2023 and 2032

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

Table 3: Global: Ultra-Mobile Device Market Forecast: Breakup by Device Type (in Million US\$), 2024-2032

Table 4: Global: Ultra-Mobile Device Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 5: Global: Ultra-Mobile Device Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Ultra-Mobile Device Market: Competitive Structure

Table 7: Global: Ultra-Mobile Device Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Ultra-Mobile Device Market: Major Drivers and Challenges
- Figure 2: Global: Ultra-Mobile Device Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: Global: Ultra-Mobile Device Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 4: Global: Ultra-Mobile Device Market: Breakup by Type (in %), 2023
- Figure 5: Global: Ultra-Mobile Device Market: Breakup by Device Type (in %), 2023
- Figure 6: Global: Ultra-Mobile Device Market: Breakup by Application (in %), 2023
- Figure 7: Global: Ultra-Mobile Device Market: Breakup by Region (in %), 2023
- Figure 8: Global: Ultra-Mobile Device (Premium Ultra-Mobile Devices) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 9: Global: Ultra-Mobile Device (Premium Ultra-Mobile Devices) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 10: Global: Ultra-Mobile Device (Basic Ultra-Mobile Devices) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 11: Global: Ultra-Mobile Device (Basic Ultra-Mobile Devices) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 12: Global: Ultra-Mobile Device (Utility Ultra-Mobile Devices) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 13: Global: Ultra-Mobile Device (Utility Ultra-Mobile Devices) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 14: Global: Ultra-Mobile Device (Tablet) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 15: Global: Ultra-Mobile Device (Tablet) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 16: Global: Ultra-Mobile Device (Laptop) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 17: Global: Ultra-Mobile Device (Laptop) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 18: Global: Ultra-Mobile Device (Convertibles) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 19: Global: Ultra-Mobile Device (Convertibles) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 20: Global: Ultra-Mobile Device (Detachable) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 21: Global: Ultra-Mobile Device (Detachable) Market Forecast: Sales Value (in

Million US\$), 2024-2032

Figure 22: Global: Ultra-Mobile Device (Healthcare) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Ultra-Mobile Device (Healthcare) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Ultra-Mobile Device (Consumer Electronics) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Ultra-Mobile Device (Consumer Electronics) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Ultra-Mobile Device (IT and Telecom) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Ultra-Mobile Device (IT and Telecom) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Ultra-Mobile Device (Retail) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: Ultra-Mobile Device (Retail) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Global: Ultra-Mobile Device (BFSI) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Global: Ultra-Mobile Device (BFSI) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Global: Ultra-Mobile Device (Education) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Global: Ultra-Mobile Device (Education) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Global: Ultra-Mobile Device (Entertainment) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Global: Ultra-Mobile Device (Entertainment) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Global: Ultra-Mobile Device (Other Applications) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Global: Ultra-Mobile Device (Other Applications) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: North America: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: North America: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: United States: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: United States: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Canada: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Canada: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Asia-Pacific: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Asia-Pacific: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: China: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: China: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Japan: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Japan: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: India: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: India: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: South Korea: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: South Korea: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: Australia: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: Australia: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: Indonesia: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: Indonesia: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: Others: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: Others: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Europe: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: Europe: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Germany: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Germany: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: France: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: France: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: United Kingdom: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: United Kingdom: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: Italy: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Italy: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: Spain: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: Spain: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 72: Russia: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: Russia: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 74: Others: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 75: Others: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 76: Latin America: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 77: Latin America: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 78: Brazil: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 79: Brazil: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 80: Mexico: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 81: Mexico: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 82: Others: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 83: Others: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 84: Middle East and Africa: Ultra-Mobile Device Market: Sales Value (in Million US\$), 2018 & 2023

Figure 85: Middle East and Africa: Ultra-Mobile Device Market: Breakup by Country (in %), 2023

Figure 86: Middle East and Africa: Ultra-Mobile Device Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 87: Global: Ultra-Mobile Device Industry: Drivers, Restraints, and Opportunities

Figure 88: Global: Ultra-Mobile Device Industry: Value Chain Analysis

Figure 89: Global: Ultra-Mobile Device Industry: Porter's Five Forces Analysis

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