

# 2018-2023 Global Ultrathin Portables (Ultrabooks and MacBook Air) Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Ultrathin Portables (Ultrabooks and MacBook Air) market for 2018-2023.

Ultrathin Notebooks are thinner, lighter and better performing device

Global ultrathin portables market will witness enormous growth in the coming years. The low priced ultrabooks are expected to drive growth in this market as price still remains an important consideration in the purchase decision of buyers. The average selling price of these computing devices is expected to decline as competition increases with the entry of many new players and many new models in the market.

Over the next five years, LPI(LP Information) projects that Ultrathin Portables (Ultrabooks and MacBook Air) will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Ultrathin Portables (Ultrabooks and MacBook Air) market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Ultrabooks

MacBook Air

Segmentation by application:

Commercial

Personal

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Apple

Intel

Microsoft

Acer

Samsung

Lenovo

HP

Toshiba

Asus

Sony

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## **RESEARCH OBJECTIVES**

To study and analyze the global Ultrathin Portables (Ultrabooks and MacBook Air) consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Ultrathin Portables (Ultrabooks and MacBook Air) market by identifying its various subsegments.

Focuses on the key global Ultrathin Portables (Ultrabooks and MacBook Air) manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Ultrathin Portables (Ultrabooks and MacBook Air) with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Ultrathin Portables (Ultrabooks and MacBook Air)

submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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