

Global Personal Computer Industry 2012-2017: Trend, Profit and Forecast Analysis, October 2012

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Abstracts

The global personal computer industry experienced good growth over the last five years and is expected to continue its growth momentum to reach approximately US \$252.7 billion in 2017 with a CAGR of 3.3% over the next five years. Increasing technological innovations such as the introduction of new ultraportable thin laptops and all-in-one PCs that save space and enable users to manage their workloads and information more efficiently are expected to drive the industry over the forecast period.

Lucintel, a leading global management consulting and market research firm, has analyzed the global PC industry and presents its findings in “Global Personal Computer Industry 2012-2017: Trend, Profit and Forecast Analysis.”

The global PC industry is highly consolidated. The Asia Pacific (APAC) region dominates the industry with 34.2% of the global market. Factors such as technological innovations, computer education, widespread Internet usage, rising income, and urbanization affect industry dynamics significantly.

Lucintel's research indicates that the global PC industry witnessed growth during 2006-2011 due to the introduction of notebook computers for consumers seeking the latest technology and high performance, the growing demand for lower-priced notebooks, and the growing popularity of ultrabook notebooks. The industry revenue declined sharply in 2009 but bounced back in 2010, driven by economic recovery and increased IT spending. Continued introduction of new technologies is expected to change the face of the industry.

As indicted in the study, major drivers of the global PC industry are growing Internet usage, rising incomes, growing computer education, and increasing urbanization with

the evolution of consumers' lifestyles. The use of applications such as e-mail, social networking sites, and Internet access are increasingly happening through media tablets and smartphones, which form key industry challenges.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global personal computer industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

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