

Global Portable Computer Industry 2012-2017: Trend, Profit, and Forecast Analysis, February 2013

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Abstracts

The global portable computer industry comprises notebooks and netbooks that are small and can be easily transported. These devices are lightweight, economical, energy-efficient, and especially suited for Internet access. The market size is represented by the revenue generated through sales of notebooks and netbooks. The industry is expected to reach an estimated \$176.2 billion by 2017 with a CAGR of 4.0%. Apple Inc. and Acer Incorporated entered the top five player list in 2011 replacing ASUSTeK Computer Inc. and Toshiba Corporation.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the industry and presents its findings in "Global Portable Computer Industry 2012-2017: Trend, Profit, and Forecast Analysis." The Asia Pacific (APAC) region registered the fastest growth with an 8.5% CAGR during 2006-2011, driven by growth in the sales of ultrabooks, the Windows 8 based operating system, and increasing investment in information technology infrastructure.

Lucintel's report provides an overview of the industry, its challenges, and its opportunities. The rise in the use of smartphones and tablets, rapid technology obsolescence, and intense competition are the major challenges in this industry. The use of applications such as email, social networking sites, and Internet access is increasing through media tablets and smartphones. These also are key challenges for the industry. The players in this industry also have to fend off competition from one another.

Despite these challenges, the industry also can look to growth drivers as highlighted in the study. Growing Internet use, technological innovation, increasing income, rising computer literacy, and increasing urbanization are major drivers for the portable

computer industry. Innovations are driving demand in the industry, such as the introduction of new ultra-portable thin laptops that improve efficiency and enables users to manage their work more efficiently. Growing online retail sales is also a major driver for this industry.

This market report is an indispensable reference guide for notebook and netbook manufacturers, retailers of such equipment, investors, executives, distributors, and many more that operate in this market. To make business, investment, and strategic decisions, timely, useful information is needed, which is fulfilled by this market report.

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 portable 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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