

Global PCs Industry Profile & Value Chain Analysis

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Abstracts

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SUMMARY

Global PCs industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

The value/supply chain analysis reveals the business activities which comprise the global PCs market's value/supply chain. All key stages are highlighted, along with examples of companies active, and assessments of the burning issues for every stage of the value/supply chain. Key value/supply chain stages analyzed include raw materials, component production, device assembly, distribution/wholesaling, and retail.

SYNOPSIS

Essential resource for top-line data and analysis covering the Global PCs market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

KEY HIGHLIGHTS

The personal computers (PCs) market consists of the sale of both desktop and portable PCs.

The global PCs market had total revenues of \$140,285.6m in 2017, representing a compound annual rate of change (CARC) of -3.2% between 2013 and 2017.

Market consumption volumes declined with a CARC of -1% between 2013 and 2017, to reach a total of 267.9 million units in 2017.

Globally, the PC market is also disadvantaged by the decision of Microsoft (the world's largest software licensor) to offer free upgrades to its latest operating system, largely suppressing any incentives to purchase new hardware to access it.

Much of the global production of rare earth elements comes out of China - this is a problem for non-Chinese manufacturers.

Asia remains the home of assembly thanks to low-wage environment, but working practices are being called into question

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the PCs market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global PCs market

Leading company profiles reveal details of key PCs market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the global PCs market with five year forecasts by both value and volume

Quickly and easily identify the key stages and sub-stages of the global PCs market value/supply chain

See examples of companies active at each stage of the global PCs market value/supply chain

Examine trends and burning issues impacting the global PCs market value/supply chain

REASONS TO BUY

What was the size of the global PCs market by value in 2017?

What will be the size of the global PCs market in 2022?

What factors are affecting the strength of competition in the global PCs market?

How has the market performed over the last five years?

What are the main segments that make up the global PCs market?

Who are the top competitors in the global PCs market?

What are the key stages of the global PCs market value/supply chain?

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