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IT Hardware in Australia

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Abstracts

IT Hardware in Australia

SUMMARY

IT Hardware in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The IT hardware market includes all physical components integral to computing. The total market values include client computing hardware (desktop PCs, notebook PCs, fixed phones and adaptors, scanners and imaging devices standalone printers, thin-clients and workstations), networking hardware (Ethernet hubs and switches, Ethernet routers, WAN CPE and termination equipment, WAN multi-service switches, WLAN access points, WLAN cards and WLAN switches and appliances), security hardware (content-filtering and anti-spam appliances, encryption/SSL accelerators, firewall and VPN gateways, smart card readers and smart cards), servers hardware (high-end servers, low-end servers and mid-range servers) and storage hardware (hard-disk drives, NAS filers and arrays, NAS gateways, SAN adaptors and connectors and SAN disk arrays).

The Australian IT hardware market had total revenues of $22.3bn in 2019, representing a compound annual rate of change (CARC) of -0.6% between 2015 and 2019.

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The Client Computing Hardware segment was the market's most lucrative in 2019, with total revenues of $18.1bn, equivalent to 81.2% of the market's overall value.

PC shipments were up in 2019, with upgrades to Windows 10 being the main driving force of growth in client computing hardware sales, which increased by 0.4%. Moreover, demand has been supported by digital transformation projects in the energy and services sector of the economy.

SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the it hardware market in Australia

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

Add weight to presentations and pitches by understanding the future growth prospects of the Australia it hardware market with five year forecasts

REASONS TO BUY

What was the size of the Australia it hardware market by value in 2019?

What will be the size of the Australia it hardware market in 2024?

What factors are affecting the strength of competition in the Australia it hardware market?

How has the market performed over the last five years?

What are the main segments that make up Australia's it hardware market?

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