

PCs Global Industry Guide 2015-2024

<https://marketpublishers.com/r/P3BC8B53675EN.html>

Date: June 2020

Pages: 197

Price: US\$ 1,495.00 (Single User License)

ID: P3BC8B53675EN

Abstracts

PCs Global Industry Guide 2015-2024

SUMMARY

Global PCs industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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.

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 and leading companies.

KEY HIGHLIGHTS

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

The desktop PCs segment is defined as including all-in-one desktop personal computers that include all associated devices for an independent and stand-alone client-server relationship and stand-alone desktop PC towers with varying capacity, performance and physical size.

The portable PCs segment is defined as including all notebook, laptop and tablet computers.

Market value covers sales of all consumer and enterprise PCs, valued at manufacturer selling prices including all applicable taxes.

Market volumes are a measure of how many homes have PCs within the region in question.

Any currency conversions used in the creation of this report have been calculated using 2019 annual average exchange rates.

The global PCs market had total revenues of \$78,670.4m in 2019, representing a compound annual rate of change (CARC) of -0.6% between 2015 and 2019.

The portable PCs segment was the market's most lucrative in 2019, with total revenues of \$61,463.0m, equivalent to 78.1% of the market's overall value.

Sluggish growth in developed countries has impacted consumer confidence and hindered demand for high specification PCs.

SCOPE

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

REASONS TO BUY

What was the size of the global pcs market by value in 2019?

What will be the size of the global pcs market in 2024?

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?

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COMPANIES MENTIONED

Acer Incorporated

Apple Inc
ASUSTeK Computer Inc.
Dell Technologies Inc.
HP Inc.
Lenovo Group Limited
Microsoft Corporation

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