

PCs in Asia-Pacific

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Abstracts

PCs in Asia-Pacific

Summary

PCs in Asia-Pacific industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The personal computers (PCs) market is segmented into Desktop PCs and Towers and Portable PCs. Desktop PCs and Towers includes 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. 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.

The Asia-Pacific PCs market recorded revenues of \$78,563.3 million in 2023, representing a compound annual growth rate (CAGR) of 3.9% between 2018 and 2023.

The portable pcs segment accounted for the market's largest proportion in 2023, with total revenues of \$61,256.8 million, equivalent to 78% of the market's overall value.

China accounted for the largest share with 40.9% of the Asia-Pacific PCs market in 2023 followed by Japan with 20.3%.

Scope

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the pcs market in Asia-Pacific

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 Asia-Pacific pcs market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the Asia-Pacific pcs market by value in 2023?

What will be the size of the Asia-Pacific pcs market in 2028?

What factors are affecting the strength of competition in the Asia-Pacific pcs market?

How has the market performed over the last five years?

Who are the top competitors in Asia-Pacific's pcs market?

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