

PCs in Japan



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SUMMARY

PCs in Japan industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2012-16, and forecast to 2021). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

SYNOPSIS

Essential resource for top-line data and analysis covering the Japan 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 Japanese PCs market had total revenues of \$16,176.3m in 2016, representing a compound annual rate of change (CARC) of -0.2% between 2012 and 2016.
- Market consumption volumes declined with a CARC of -9.9% between 2012 and 2016, to reach a total of 7.4 million units in 2016.
- Lenovo and other PC companies in Japan are attempting to broaden their smartphone sectors as the shift to using smartphones over PCs is accelerating.

SCOPE

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the pcs market in Japan
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the pcs market in Japan
- 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 Japan pcs market with five year forecasts by both value and volume

REASONS TO BUY

- What was the size of the Japan pcs market by value in 2016?
- What will be the size of the Japan pcs market in 2021?
- What factors are affecting the strength of competition in the Japan pcs market?
- How has the market performed over the last five years?
- What are the main segments that make up Japan's pcs market?

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Fujitsu Limited
HP Inc.
Lenovo Group Limited
Toshiba Corporation

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