

Personal Computers (PCs) Market Summary, Competitive Analysis and Forecast, 2017-2026

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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 2017-21, and forecast to 2026). 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 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. All market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.

The global PCs market had total revenues of \$87.1bn in 2021, representing a compound annual growth rate (CAGR) of 2.3% between 2016 and 2021.

Market consumption volume increased with a CAGR of 4.1% between 2016 and 2021, to reach a total of 1,097.4 million units in 2021.

The portable PCs segment was the market's most valuable in 2021, with total revenues of \$66.7bn, equivalent to 76.7% of the market's overall value.

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 2021?

What will be the size of the global pcs market in 2026?

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?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Competitive Landscape

2 INTRODUCTION

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

3 GLOBAL PCS

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

4 MACROECONOMIC INDICATORS

- 4.1. Country data

5 PCS IN ASIA-PACIFIC

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

6 PCS IN EUROPE

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis

7 MACROECONOMIC INDICATORS

- 7.1. Country data

8 PCS IN JAPAN

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 PCS IN THE UNITED KINGDOM

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis

11 MACROECONOMIC INDICATORS

- 11.1. Country data

12 PCS IN THE UNITED STATES

- 12.1. Market Overview

- 12.2. Market Data
- 12.3. Market Segmentation
- 12.4. Market outlook
- 12.5. Five forces analysis

13 MACROECONOMIC INDICATORS

- 13.1. Country data

14 PCS IN FRANCE

- 14.1. Market Overview
- 14.2. Market Data
- 14.3. Market Segmentation
- 14.4. Market outlook
- 14.5. Five forces analysis

15 MACROECONOMIC INDICATORS

- 15.1. Country data

16 PCS IN GERMANY

- 16.1. Market Overview
- 16.2. Market Data
- 16.3. Market Segmentation
- 16.4. Market outlook
- 16.5. Five forces analysis

17 MACROECONOMIC INDICATORS

- 17.1. Country data

18 COMPANY PROFILES

- 18.1. Lenovo Group Limited
- 18.2. HP Inc.
- 18.3. Dell Technologies Inc.
- 18.4. Apple Inc

- 18.5. Acer Incorporated
- 18.6. ASUSTeK Computer Inc.
- 18.7. Microsoft Corporation

19 APPENDIX

- 19.1. Methodology
- 19.2. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Global PCs market value: \$ million, 2017-21
Table 2: Global PCs market volume: million units, 2017-21
Table 3: Global PCs market category segmentation: \$ million, 2021
Table 4: Global PCs market geography segmentation: \$ million, 2021
Table 5: Global PCs market distribution: % share, by value, 2021
Table 6: Global PCs market value forecast: \$ million, 2021-26
Table 7: Global PCs market volume forecast: million units, 2021-26
Table 8: Global size of population (million), 2017-21
Table 9: Global gdp (constant 2005 prices, \$ billion), 2017-21
Table 10: Global gdp (current prices, \$ billion), 2017-21
Table 11: Global inflation, 2017-21
Table 12: Global consumer price index (absolute), 2017-21
Table 13: Global exchange rate, 2017-21
Table 14: Asia-Pacific PCs market value: \$ million, 2017-21
Table 15: Asia-Pacific PCs market volume: million units, 2017-21
Table 16: Asia-Pacific PCs market category segmentation: \$ million, 2021
Table 17: Asia-Pacific PCs market geography segmentation: \$ million, 2021
Table 18: Asia-Pacific PCs market distribution: % share, by value, 2021
Table 19: Asia-Pacific PCs market value forecast: \$ million, 2021-26
Table 20: Asia-Pacific PCs market volume forecast: million units, 2021-26
Table 21: Europe PCs market value: \$ million, 2017-21
Table 22: Europe PCs market volume: million units, 2017-21
Table 23: Europe PCs market category segmentation: \$ million, 2021
Table 24: Europe PCs market geography segmentation: \$ million, 2021
Table 25: Europe PCs market distribution: % share, by value, 2021
Table 26: Europe PCs market value forecast: \$ million, 2021-26
Table 27: Europe PCs market volume forecast: million units, 2021-26
Table 28: Europe size of population (million), 2017-21
Table 29: Europe gdp (constant 2005 prices, \$ billion), 2017-21
Table 30: Europe gdp (current prices, \$ billion), 2017-21
Table 31: Europe inflation, 2017-21
Table 32: Europe consumer price index (absolute), 2017-21
Table 33: Europe exchange rate, 2017-21
Table 34: Japan PCs market value: \$ million, 2017-21
Table 35: Japan PCs market volume: million units, 2017-21

Table 36: Japan PCs market category segmentation: \$ million, 2021
Table 37: Japan PCs market geography segmentation: \$ million, 2021
Table 38: Japan PCs market distribution: % share, by value, 2021
Table 39: Japan PCs market value forecast: \$ million, 2021-26
Table 40: Japan PCs market volume forecast: million units, 2021-26
Table 41: Japan size of population (million), 2017-21
Table 42: Japan gdp (constant 2005 prices, \$ billion), 2017-21
Table 43: Japan gdp (current prices, \$ billion), 2017-21
Table 44: Japan inflation, 2017-21
Table 45: Japan consumer price index (absolute), 2017-21
Table 46: Japan exchange rate, 2017-21
Table 47: United Kingdom PCs market value: \$ million, 2017-21
Table 48: United Kingdom PCs market volume: million units, 2017-21
Table 49: United Kingdom PCs market category segmentation: \$ million, 2021
Table 50: United Kingdom PCs market geography segmentation: \$ million, 2021
Table 51: United Kingdom PCs market distribution: % share, by value, 2021
Table 52: United Kingdom PCs market value forecast: \$ million, 2021-26
Table 53: United Kingdom PCs market volume forecast: million units, 2021-26
Table 54: United Kingdom size of population (million), 2017-21
Table 55: United Kingdom gdp (constant 2005 prices, \$ billion), 2017-21
Table 56: United Kingdom gdp (current prices, \$ billion), 2017-21
Table 57: United Kingdom inflation, 2017-21
Table 58: United Kingdom consumer price index (absolute), 2017-21
Table 59: United Kingdom exchange rate, 2017-21
Table 60: United States PCs market value: \$ million, 2017-21
Table 61: United States PCs market volume: million units, 2017-21
Table 62: United States PCs market category segmentation: \$ million, 2021
Table 63: United States PCs market geography segmentation: \$ million, 2021
Table 64: United States PCs market distribution: % share, by value, 2021
Table 65: United States PCs market value forecast: \$ million, 2021-26
Table 66: United States PCs market volume forecast: million units, 2021-26
Table 67: United States size of population (million), 2017-21
Table 68: United States gdp (constant 2005 prices, \$ billion), 2017-21
Table 69: United States gdp (current prices, \$ billion), 2017-21
Table 70: United States inflation, 2017-21
Table 71: United States consumer price index (absolute), 2017-21
Table 72: United States exchange rate, 2017-21
Table 73: France PCs market value: \$ million, 2017-21
Table 74: France PCs market volume: million units, 2017-21

Table 75: France PCs market category segmentation: \$ million, 2021

Table 76: France PCs market geography segmentation: \$ million, 2021

Table 77: France PCs market distribution: % share, by value, 2021

Table 78: France PCs market value forecast: \$ million, 2021-26

Table 79: France PCs market volume forecast: million units, 2021-26

Table 80: France size of population (million), 2017-21

List Of Figures

LIST OF FIGURES

- Figure 1: Global PCs market value: \$ million, 2017-21
- Figure 2: Global PCs market volume: million units, 2017-21
- Figure 3: Global PCs market category segmentation: % share, by value, 2021
- Figure 4: Global PCs market geography segmentation: % share, by value, 2021
- Figure 5: Global PCs market distribution: % share, by value, 2021
- Figure 6: Global PCs market value forecast: \$ million, 2021-26
- Figure 7: Global PCs market volume forecast: million units, 2021-26
- Figure 8: Forces driving competition in the global PCs market, 2021
- Figure 9: Drivers of buyer power in the global PCs market, 2021
- Figure 10: Drivers of supplier power in the global PCs market, 2021
- Figure 11: Factors influencing the likelihood of new entrants in the global PCs market, 2021
- Figure 12: Factors influencing the threat of substitutes in the global PCs market, 2021
- Figure 13: Drivers of degree of rivalry in the global PCs market, 2021
- Figure 14: Asia-Pacific PCs market value: \$ million, 2017-21
- Figure 15: Asia-Pacific PCs market volume: million units, 2017-21
- Figure 16: Asia-Pacific PCs market category segmentation: % share, by value, 2021
- Figure 17: Asia-Pacific PCs market geography segmentation: % share, by value, 2021
- Figure 18: Asia-Pacific PCs market distribution: % share, by value, 2021
- Figure 19: Asia-Pacific PCs market value forecast: \$ million, 2021-26
- Figure 20: Asia-Pacific PCs market volume forecast: million units, 2021-26
- Figure 21: Forces driving competition in the PCs market in Asia-Pacific, 2021
- Figure 22: Drivers of buyer power in the PCs market in Asia-Pacific, 2021
- Figure 23: Drivers of supplier power in the PCs market in Asia-Pacific, 2021
- Figure 24: Factors influencing the likelihood of new entrants in the PCs market in Asia-Pacific, 2021
- Figure 25: Factors influencing the threat of substitutes in the PCs market in Asia-Pacific, 2021
- Figure 26: Drivers of degree of rivalry in the PCs market in Asia-Pacific, 2021
- Figure 27: Europe PCs market value: \$ million, 2017-21
- Figure 28: Europe PCs market volume: million units, 2017-21
- Figure 29: Europe PCs market category segmentation: % share, by value, 2021
- Figure 30: Europe PCs market geography segmentation: % share, by value, 2021
- Figure 31: Europe PCs market distribution: % share, by value, 2021
- Figure 32: Europe PCs market value forecast: \$ million, 2021-26

- Figure 33: Europe PCs market volume forecast: million units, 2021-26
- Figure 34: Forces driving competition in the PCs market in Europe, 2021
- Figure 35: Drivers of buyer power in the PCs market in Europe, 2021
- Figure 36: Drivers of supplier power in the PCs market in Europe, 2021
- Figure 37: Factors influencing the likelihood of new entrants in the PCs market in Europe, 2021
- Figure 38: Factors influencing the threat of substitutes in the PCs market in Europe, 2021
- Figure 39: Drivers of degree of rivalry in the PCs market in Europe, 2021
- Figure 40: Japan PCs market value: \$ million, 2017-21
- Figure 41: Japan PCs market volume: million units, 2017-21
- Figure 42: Japan PCs market category segmentation: % share, by value, 2021
- Figure 43: Japan PCs market geography segmentation: % share, by value, 2021
- Figure 44: Japan PCs market distribution: % share, by value, 2021
- Figure 45: Japan PCs market value forecast: \$ million, 2021-26
- Figure 46: Japan PCs market volume forecast: million units, 2021-26
- Figure 47: Forces driving competition in the PCs market in Japan, 2021
- Figure 48: Drivers of buyer power in the PCs market in Japan, 2021
- Figure 49: Drivers of supplier power in the PCs market in Japan, 2021
- Figure 50: Factors influencing the likelihood of new entrants in the PCs market in Japan, 2021
- Figure 51: Factors influencing the threat of substitutes in the PCs market in Japan, 2021
- Figure 52: Drivers of degree of rivalry in the PCs market in Japan, 2021
- Figure 53: United Kingdom PCs market value: \$ million, 2017-21
- Figure 54: United Kingdom PCs market volume: million units, 2017-21
- Figure 55: United Kingdom PCs market category segmentation: % share, by value, 2021
- Figure 56: United Kingdom PCs market geography segmentation: % share, by value, 2021
- Figure 57: United Kingdom PCs market distribution: % share, by value, 2021
- Figure 58: United Kingdom PCs market value forecast: \$ million, 2021-26
- Figure 59: United Kingdom PCs market volume forecast: million units, 2021-26
- Figure 60: Forces driving competition in the PCs market in the United Kingdom, 2021
- Figure 61: Drivers of buyer power in the PCs market in the United Kingdom, 2021
- Figure 62: Drivers of supplier power in the PCs market in the United Kingdom, 2021
- Figure 63: Factors influencing the likelihood of new entrants in the PCs market in the United Kingdom, 2021
- Figure 64: Factors influencing the threat of substitutes in the PCs market in the United Kingdom, 2021

Figure 65: Drivers of degree of rivalry in the PCs market in the United Kingdom, 2021

Figure 66: United States PCs market value: \$ million, 2017-21

Figure 67: United States PCs market volume: million units, 2017-21

Figure 68: United States PCs market category segmentation: % share, by value, 2021

Figure 69: United States PCs market geography segmentation: % share, by value, 2021

Figure 70: United States PCs market distribution: % share, by value, 2021

Figure 71: United States PCs market value forecast: \$ million, 2021-26

Figure 72: United States PCs market volume forecast: million units, 2021-26

Figure 73: Forces driving competition in the PCs market in the United States, 2021

Figure 74: Drivers of buyer power in the PCs market in the United States, 2021

Figure 75: Drivers of supplier power in the PCs market in the United States, 2021

Figure 76: Factors influencing the likelihood of new entrants in the PCs market in the United States, 2021

Figure 77: Factors influencing the threat of substitutes in the PCs market in the United States, 2021

Figure 78: Drivers of degree of rivalry in the PCs market in the United States, 2021

Figure 79: France PCs market value: \$ million, 2017-21

Figure 80: France PCs market volume: million units, 2017-21

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