

Laptops Market Assessment, By Type [Traditional, Convertible 2-in-1 Laptop], By Screen Size [Up to 10.9", 11" to 14.9", 15" to 16.9", 17" and more], By Operating System [Windows, MacOS, Linux, Others], By Distribution Channel [Online, Offline], By Region, Opportunities and Forecast, 2016-2030F

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Abstracts

Global laptops market takes the lead in technological innovation, dynamically responding to the evolving needs of a connected world. Laptops, serving as the pinnacle of portable computing, have become essential tools in the realms of work, education and leisure. The global laptops market size was valued at USD 179.5 billion in 2022, which is expected to reach USD 310.7 billion in 2030, with a CAGR of 7.1% for the forecast period between 2022 and 2030. This market is displaying a blend of robust growth and transformative shifts, fueled by factors such as the rise in remote work and learning, technological advancements and the growing demand for versatile computing solutions.

Technological advancements and rising laptops adaptation play a crucial role in driving the growth of the laptop market, globally. Changing consumer behavior, spreading work-from-home culture, convenience and portability are major factors that drive the market. Global laptops market includes some renowned players like HP, Apple, Dell and Lenovo and have been engaged in a competitive race to offer cutting-edge features, improved performance and sleek designs. The global laptops market has not been without its challenges. The global semiconductor shortage has reverberated through the electronics manufacturing supply chain, impacting the production and availability of laptops.

Remote Work and Education

Remote work and education have a major impact on the global laptops market. Remote work and online education are shaping trends, influencing demand and driving innovations in the global laptops market. The transition to remote work and online education, specifically after COVID-19, has resulted in a notable increase in the need for laptops. Those who work or attend classes from home seek personal computing devices, and laptops are favored for their portability and adaptability. Laptops, due to remote work or hybrid models, are gradually replacing desktops in office workspaces worldwide. With the market analysis of the United States, it is estimated that about 42% of the working population works from home or in a hybrid setup. This increased reliance on laptops has resulted in higher sales for manufacturers. Companies and educational institutions have invested in providing laptops to employees and students to facilitate remote collaboration and learning.

Laptops with 2 Screens Creating Buzz

Often called dual-screen laptops or dual-display laptops, these innovatively designed systems provide customers with an increased workspace and additional opportunities for multitasking. These laptops with two screens are designed to increase productivity by giving users more screen space for multitasking, creating content, or using particular apps. Users can engage with their devices in new ways using the secondary screens, which frequently allow interactive features like touch, stylus input, inbuilt keyboard and other capabilities.

In 2023, Lenovo launched the Yoga Book 9i. It brings something special to the laptop industry. The Yoga Book 9i uses a second touchscreen instead. The package includes a stylus, an extra detachable keyboard, and a case. The seamless fusion of two huge OLED screens creates a fascinating dual-screen that offers a new perspective on productivity.

Rising Demand for Gaming Laptops

Recent development in some past years in the global laptops market has been a growing sales, demand and craze for gaming laptops. Thanks to the rise and adoption of YouTube, Generation Z and Millennials are heavily investing in gaming laptops. The gaming industry is one of the fastest growing industries in the world in the realm of electronic devices, with the constant rise of the gaming industry the demand for high-end gaming laptops will increase. HP, ASUS and MSI (Micro-Star International) are

some brands that cater to these specific users. The gaming industry's growth has fueled the demand for high-performance gaming laptops. Gaming enthusiasts seek devices with advanced graphics capabilities, high refresh rates, high-end performance and efficient cooling systems for an immersive gaming experience.

HP, a California-based company, reported that in Q1 2023, it sold 47,298 gaming laptops, accounting for 37.53% of the total (compared to 46,139 units in Q1 2022). It sold 552,000 gaming computers last year, up from 371,000 in 2021.

Technological Advancements

There used to be a time when laptops were simple and considered as just a portable computer used for day-to-day simple tasks. But over the last decade, these devices have evolved in such a way that they are able to handle complex tasks from video editing to gaming to coding, and all of this is possible only because of technological advancements in the global laptops market. Ongoing technological advancements, such as faster processors and more energy-efficient CPUs (Central Processing Units), contribute to enhanced overall performance and responsiveness in laptops. Graphics processing units (GPUs) have seen significant advancements, particularly in gaming laptops and those designed for graphics-intensive tasks like gaming, streaming, video editing and more. Improved graphics, and innovative form factors, drive consumers to upgrade their laptops for enhanced performance and features. Now, laptops are incorporating high-resolution displays, including Full HD (1080p), Quad HD (1440p) and even 4K displays in LED and OLED display panels. Such advancements in technologies in the global laptops market have allowed for the creation of thinner, slimmer and lighter laptop designs without compromising performance.

In 2023, at WorldWide Developer Conference, Apple announced the 11.5mm thin 15-inch MacBook Air. According to Apple, this laptop is the thinnest in the world and weighs slightly over three pounds.

Impact of COVID-19

The COVID-19 pandemic has had a profound impact on the global laptops market, influencing demand, supply chains, and consumer behavior. The substantial surge in demand for laptops stemmed from the widespread embrace of remote work and online learning amid lockdowns and social distancing measures. Professionals, students and organizations actively sought portable computing solutions to support seamless remote collaboration and virtual education. The global supply chain faced disruptions due to

factory closures, transportation restrictions and semiconductor shortages. These challenges affected the production and availability of laptops, leading to delays and increased demand and prices for laptops.

Key Player Landscape and Outlook

The landscape of key players in the global laptops market is characterized by strong competition and innovation in designs, display and functionality. Prominent brands in the global laptops market are HP, Dell, Lenovo, Apple and ASUS dominate the market, continually introducing advanced features like strong and powerful processors, clear and vibrant displays with higher refresh rates, longer battery life and multifunctional. These players invest heavily in research and development to stay at the forefront of technological advancements. Additionally, partnerships and collaborations with tech companies, such as Intel, Microsoft and Nvidia, have become a common strategy to enhance user experience. The outlook for key players remains optimistic as the market continues to expand, with growing consumer demand for laptops both at homes and office spaces. The key focus areas include compact and stylish products and improved user interface insights to cater to changing consumer preferences and their product application.

Moreover, regional-level players are also coming up with their product ranges at very reasonable prices that are available for sale through online portals. In July 2023, Reliance Retail introduced its new JioBook for USD 197 (INR 16,499). JioBook is a pocket friendly and lightweight 4G powered laptop available at Reliance digital stores as well as online retailers such as Amazon.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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