2023 Recap and 2024 Outlook for the Global Notebook PC Market

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Abstracts

In 2023, the global notebook PC market experienced lackluster performance due to slow economic recovery, marking a downturn for the second consecutive year. Shipments declined by 12.7% compared to 2022, reaching 168.878 million units. Looking forward to 2024, despite prevailing uncertainties in the macro environment, the market is expected to still experience modest growth driven by replacement cycles and Windows upgrades. It is estimated that the global notebook PC market will reach 176.374 million units in 2024, representing a growth of 4.4% compared to the previous year. This report provides an overview of the global notebook PC market from 2023 until the present while examining key topics such as AI notebook PCs and other macroeconomic and political factors influencing the development of global notebook PC market in 2024 and beyond.

Contents

1. RECAP OF KEY ISSUES IN 2023 NOTEBOOK PC MARKET

2. OUTLOOK FOR 2024 NOTEBOOK PC MARKET

3. MIC PERSPECTIVE

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