

Notebook PC: Global Forecast, Value Chain Analysis, and Opportunities and Challenges

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Abstracts

The global notebook PC market has experienced sluggish growth due to the maturity of the market as well as competition and threats from Smartphones and tablets. Amid continuing declines, notebook PC brands have continued to enhance hardware specifications, while rolling out niche products such as lightweight and gaming models to increase profit margins. After Japanese vendor Sony's withdrawal, Toshiba also pulled out of the market. Unlike the Japanese notebook PC market, competition in China has intensified as Chinese mobile phone leaders Huawei and Xiaomi launched their own-branded notebook PCs. In 2017, worldwide notebook PC market declined eased up thanks to commercial PC replacement demand; however, the industry still lacks long term growth momentum as replacement demand in the consumer market remains weak. This report analyzes current status and future development of the worldwide and Taiwanese notebook PC industries while looking into key issues facing them.

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