

The Taiwanese Desktop PC Industry, 3Q 2018

<https://marketpublishers.com/r/TE943D81055EN.html>

Date: September 2018

Pages: 34

Price: US\$ 1,200.00 (Single User License)

ID: TE943D81055EN

Abstracts

The report finds that shipment volume of the Taiwanese desktop PC industry witnessed both sequential and year-on-year growth in the second quarter of 2018, reaching 12.6 million units. This was the first year-on-year second-quarter growth achieved since 2014. The growth is mainly attributed to commercial replacement demand triggered by Windows 10 and Intel's Coffee Lake processor and corresponding chipsets launched this April. The industry is estimated to have witnessed both year-on-year and sequential growth in the third quarter of 2018 as all PC brands have prepped their new models, including commercial PCs and mini PCs such as HP NUC mini PC and Dell OptiPlex series, for the end-of-year sales goals this holiday period.

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LIST OF COMPANIES

Acer
Apple
ASUS
Branded
Compal
Dell
ECS
Foxconn
Fujitsu
HP
Lenovo
Mitac
MSI
NEC
Pegatron
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