

Taiwanese Notebook PC Industry, 2Q 2017

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Abstracts

The report finds that shipment volume of the Taiwanese notebook PC industry reached 30.4 million units in the first quarter of 2017 and represented a 6.3% year-on-year growth. This marks the first year-on-year growth since the fourth quarter of 2014. Meanwhile, the increase in commercial models' share also contributed to ASP growth to about USD448 in the first quarter. The industry's shipment volume is expected to have witnessed both year-on-year and sequential growth in the second quarter of 2017, to about 32.1 million units, and grow at a steady pace in the second half of 2017.

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