

# The Taiwanese Notebook PC and Tablet Industry, 3Q 2018

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## Abstracts

The report finds that shipment volume of the Taiwanese mobile PC industry, comprising of notebook PCs and tablets, declined year-on-year but grew sequentially in the second quarter of 2018. With the commercial replacement demand and the US economic rebound, US brands HP and Dell are expected to collectively account for 43.3% of total traditional PCs, comprising of desktop PCs and notebook PCs, in 2018, up from 34.2% in 2015. Despite shipment volume of notebook PCs is projected to have grown over 10% sequentially in the third quarter of 2018, the overall notebook PC industry growth is estimated to slow and even decline slightly in 2018. Nevertheless, in anticipation of the slowdown of commercial PC replacement demand and continued uncertainties over the economic impact of the US-China trade war, global demand for mobile PCs will likely to be negatively affected in 2019.

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