

# Taiwanese Notebook PC and Tablet Industry, 4Q 2018

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## Abstracts

The report finds that shipment volume of the Taiwanese mobile PC industry, comprising of notebook PCs and tablets, grew 8.8% sequentially but declined 3.1% year-on-year in the third quarter of 2018. Since the end of September 2018, the US has officially imposed 10% tariffs on a number of products exported from China to the United States. Fortunately, notebook PCs and tablets are not included in this round of the list. With the commercial replacement demand and the US economic rebound, US brands HP and Dell have still collectively accounted for 43.3% of total traditional PCs, comprising of desktop PCs and notebook PCs, in 2018, up from 34.2% in 2015. However, since desktop PCs, servers, and some communications products and their peripherals have been included into the tariff list, IT expenses of enterprise customers are likely to be cannibalized and/or deferred to affect the mobile PC industry. In addition to the intense price competition and the risk of loss due to currency fluctuations, the impact of the trade war on the global economy is likely to lead to a decrease in currencies of some emerging economies against the US dollars to affect their consumer purchase power for mobile PC products.

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