

Netbook Market in India 2014

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Abstracts

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Netscribes' latest market research report titled Netbook Market in India 2014 states that netbook sales in India have been growing with major demand from the home segment. Personal computer market is expected to grow as the economy is recovering. The newest addition to this consumer product group is notebooks and netbooks. However, it has been seen that there is no clear demarcation between inexpensive notebook and netbook as an upgraded version of a netbook is marketed as a notebook. Requirements for greater mobility along with the demand for low cost personal computer are expected to develop the netbook market in India.

An analysis of drivers explain factors contributing to the growth of netbook market including growing SMB, development of cloud computing, introduction of 3G, demand from upper and middle income group and opportunity in tier II and tier III city. Challenges include development of iPad and tablet PC, and limited acceptability. The major trends include convergence of mobile and PC, netbook as lifestyle PC and netbook as a first buy option.

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