

Computers Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (PCs, Laptops, Tablets, Other Computers), By Distribution Channel (Business-To-Business (B2B), Business-To-Consumer (B2C)), By Application

<https://marketpublishers.com/r/CC92C1871C16EN.html>

Date: October 2025

Pages: 160

Price: US\$ 3,950.00 (Single User License)

ID: CC92C1871C16EN

Abstracts

The Computers Market is valued at USD 423.2 billion in 2025 and is projected to grow at a CAGR of 5.7% to reach USD 697 billion by 2034. The computers market encompasses the production, sale, and servicing of a wide array of computing devices, ranging from desktop PCs and laptops to tablets, all-in-one systems, and hybrid machines. Over the years, personal computers have evolved into indispensable tools for work, education, entertainment, and communication, playing a central role in both personal and professional lives. The market is characterized by intense competition, continuous innovation, and shifting consumer preferences, with major players striving to deliver devices that balance performance, portability, design, and affordability. A significant trend in the computers market is the growing demand for lightweight, high-performance laptops and ultrabooks. Consumers increasingly value devices that combine powerful processors, long battery life, and slim, portable designs. Another important trend is the rise of 2-in-1 convertibles and detachable tablets that provide the flexibility of both a laptop and a tablet, appealing to users who prioritize versatility and mobility. Additionally, as remote work and distance learning continue to shape how people use technology, there is an increasing demand for devices with robust connectivity, high-quality webcams, and improved audio-visual capabilities. Despite steady demand, the computers market faces several challenges, including supply chain disruptions, fluctuating component costs, and ongoing competition from emerging device categories such as smartphones and tablets. Moreover, the rapid pace of innovation can lead to shorter product lifecycles, creating pressure for manufacturers to continually update their offerings. However, the industry's focus on integrating new

technologies, such as enhanced graphics capabilities, faster processors, and support for virtual and augmented reality applications, ensures that the market remains dynamic and growth-oriented. By responding to changing consumer needs and maintaining a commitment to quality and innovation, the computers market is poised to continue its central role in the global technology landscape.

Key Insights Computers Market

- Increasing demand for lightweight, high-performance laptops and ultrabooks.
- Growing popularity of 2-in-1 convertibles and detachable tablets.
- Focus on connectivity and remote work features, such as better webcams and audio systems.
- Development of computers with advanced graphics and VR/AR capabilities.
- Rising interest in sustainable, energy-efficient device designs.
- Ongoing demand for personal and professional computing devices.
- Expansion of remote work, distance learning, and online entertainment.
- Continuous advancements in processor technology and performance features.
- Consumer preference for portable, versatile, and aesthetically appealing devices.
- Supply chain disruptions and fluctuating prices for key components.
- Competition from smartphones, tablets, and emerging device categories.
- Rapid product cycles requiring constant innovation and updates.
- Balancing affordability with the inclusion of advanced features.

Computers Market Segmentation

By Type

PCs

Laptops

Tablets

Other Computers

By Distribution Channel

Business-To-Business (B2B)

Business-To-Consumer (B2C)

By Application

Household

Commercial

Key Companies Analysed

Inventec Corp.

Apple Inc.

Alphabet Inc. (Google)

Samsung Electronics Co. Ltd.

Microsoft Corporation

Hon Hai Precision Industry

Dell Technologies Inc.

Lenovo Group Limited

HP Inc.

TD Synnex Corp.

Pegatron Corp

Quanta Computer

Hewlett Packard Enterprise Co.

NVIDIA Corporation

Insight Enterprises Inc.

NetApp Inc.

Cambex Corp.

Logitech International SA

Super Micro Computer Inc.

Scansource Inc.

PC Connection Inc.

Canaan Inc.

3D Systems Corp.

Key Tronic Corp.

Climb Global Solutions Inc.

AstroNova Inc.

One Stop Systems Inc.

TransAct Technologies Inc.

Radcom Ltd.

Ebang International Holdings Inc.

Computers Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of

international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Computers Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Computers market data and outlook to 2034

United States

Canada

Mexico

Europe — Computers market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Computers market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Computers market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Computers market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Computers value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Computers industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Computers Market Report

Global Computers market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Computers trade, costs, and supply chains

Computers market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Computers market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Computers market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Computers supply chain analysis

Computers trade analysis, Computers market price analysis, and Computers supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Computers market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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