

# Laptops Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Ultrabook, Netbook, Notebook, Other Types), By Laptop Screen Size (More than 17", 15.0" to 16.9", 13" to 14.9"), By End-Use

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## Abstracts

The Laptops Market is valued at USD 114 billion in 2025 and is projected to grow at a CAGR of 5.9% to reach USD 191.6 billion by 2034. The Laptops Market continues to be a cornerstone of the global computing hardware industry, balancing portability, performance, and affordability. Laptops cater to a wide demographic—from remote professionals and students to gamers and creative professionals—serving both personal and business needs. In recent years, manufacturers have diversified offerings across ultrabooks, gaming laptops, 2-in-1 hybrids, and budget models to match specific use cases. The market has been propelled by rising digital literacy, a growing remote workforce, and the demand for mobile computing in both developed and emerging economies. Technological advancements in processors, battery efficiency, display resolution, and form factor design have allowed brands to compete on innovation and specialization. While competition is fierce, global supply chain stabilization and expanding internet infrastructure are creating new avenues for growth, especially in developing regions where laptop penetration is still rising. The laptops market experienced significant developments led by the integration of AI-powered coprocessors and energy-efficient chipsets. Brands like Apple, Intel, AMD, and Qualcomm introduced next-generation processors with enhanced neural engines, enabling smarter task management and improved thermal efficiency. OLED and mini-LED displays became more mainstream, offering high-refresh-rate visuals not only in gaming laptops but also in creative workstations. Cloud gaming services and collaborative productivity platforms pushed manufacturers to optimize devices for latency and connectivity. Educational institutions worldwide scaled up digital learning infrastructure, driving bulk laptop purchases with rugged builds and longer battery life. Meanwhile, sustainability emerged

as a focal point, with manufacturers increasing the use of recycled materials and offering modular components for repairability. Global demand remained robust, particularly in Asia-Pacific and Latin America, where economic recovery is spurring higher consumer electronics spending. The laptop market is expected to shift further toward AI-enhanced user experiences, with contextual device performance management, voice control integration, and predictive workload balancing becoming standard. Foldable display laptops will move beyond concept and enter mainstream consumer markets, redefining screen real estate and portability. Laptop-as-a-service (LaaS) models will grow in popularity among enterprises seeking predictable IT costs and sustainability. With 5G and Wi-Fi 7 networks expanding, laptops will increasingly support high-speed connectivity for immersive content creation, metaverse experiences, and virtual collaboration. Governments in emerging markets are anticipated to subsidize laptop distribution for digital inclusion, especially in rural education sectors. Overall, the market will focus on personalization, smarter performance, and extended device life cycles as consumers seek future-proof investments.

### Key Insights Laptops Market

AI-powered features are being embedded in laptops to optimize performance, extend battery life, and personalize user interactions based on behavior, enabling more efficient and responsive computing experiences.

Foldable and dual-screen laptops are emerging, offering enhanced productivity for multitaskers and professionals seeking compact devices without compromising on screen real estate or performance capabilities.

Sustainable laptop manufacturing, including use of recycled materials, modular components, and low-power processors, is gaining momentum as eco-conscious consumers prioritize environmental impact in purchase decisions.

Educational sector demand remains strong, with rugged, affordable, and long-battery-life laptops designed specifically for students and digital classrooms continuing to gain traction globally.

Gaming laptops with high refresh rate displays, powerful GPUs, and improved thermals are being adopted not only by gamers but also by creative professionals in content creation and editing domains.

Remote and hybrid work models are fueling demand for portable computing

solutions, making laptops an essential productivity tool across industries and age groups.

Digital transformation in education and enterprise sectors is pushing widespread laptop adoption for learning management systems, virtual meetings, and cloud-based collaboration.

Advancements in processor efficiency and battery technology are allowing for thinner, lighter, and more powerful laptops, improving user experience and value proposition.

Improved global internet access and broadband penetration are expanding the laptop market into previously underserved regions, increasing first-time buyer segments in developing economies.

Component shortages and supply chain disruptions, though stabilizing, still pose risks to manufacturing timelines and pricing, especially for mid- and low-tier models.

Increased competition from tablets and smartphones—particularly with growing functionality in these devices—could reduce demand for entry-level laptops in casual user segments.

## Laptops Market Segmentation

### By Type

Ultrabook

Netbook

Notebook

Other Types

### By Laptop Screen Size

More than 17”

15.0' to 16.9”

13” to 14.9”

## By End-Use

Personal

Business

Gaming

## Key Companies Analysed

AsusTek Computer Inc.

Apple Inc.

Samsung Electronics Co. Ltd.

Microsoft Corporation.

AT&T Inc.

Bosch GmbH

Dell Technologies Inc.

Huawei Investment & Holding Co. Ltd.

Sony Group Corporation

Amazon Web Services Inc.

Siemens AG

Lenovo Group Ltd.

Lucky-Goldstar Electronics Ltd.

Panasonic Corporation

Hewlett-Packard Company

Haier Group Corporation

Xiaomi Inc.

Honeywell International Inc.

Alcatel-Lucent S.A

Fujitsu Limited

Ericsson AB

Nokia Corporation

Toshiba Corporation

NEC Corporation

Koninklijke Philips NV

Hisense Electrical Co. Ltd.

Acer Inc.

Micro-Star International Co. Ltd.

Razer Inc.

Aeris Communications Inc.

## Laptops 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.

## Laptops 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 — Laptops market data and outlook to 2034

United States

Canada

Mexico

Europe — Laptops market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Laptops market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

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

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Laptops 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 Laptops 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 Laptops 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 Laptops Market Report

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

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

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

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

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

Porter’s Five Forces analysis, technological developments, and Laptops supply chain analysis

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

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

Latest Laptops 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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