

Laptop Market Study

About Us

Straits Research Pvt Ltd is a leading market research firm offering comprehensive insights on market demand, trends, growth prospects and regional analysis. With over 35 years of combined experience, we provide premium qualitative insights on consumer preferences, regulatory landscape, and technological advancements along with quantitative insights on industry market size, global economic scenario and revenue opportunities. These reports are backed by high-quality data sourced from primary sources and large secondary databases. With analyst perspectives and insights included in every report, Straits Research delivers comprehensive market intelligence and detailed analysis to help clients make informed decisions.

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Regional Overview

Company Profiles

Acer Incorporated

ASUSTeK Computer Inc.

HP Inc.

Apple Inc.

Micro-Star Int'l Co.LTD.

Lenovo Group Limited

Sony Group Corporation

Samsung Electronics Co.LTD.

Dell Technologies Inc.

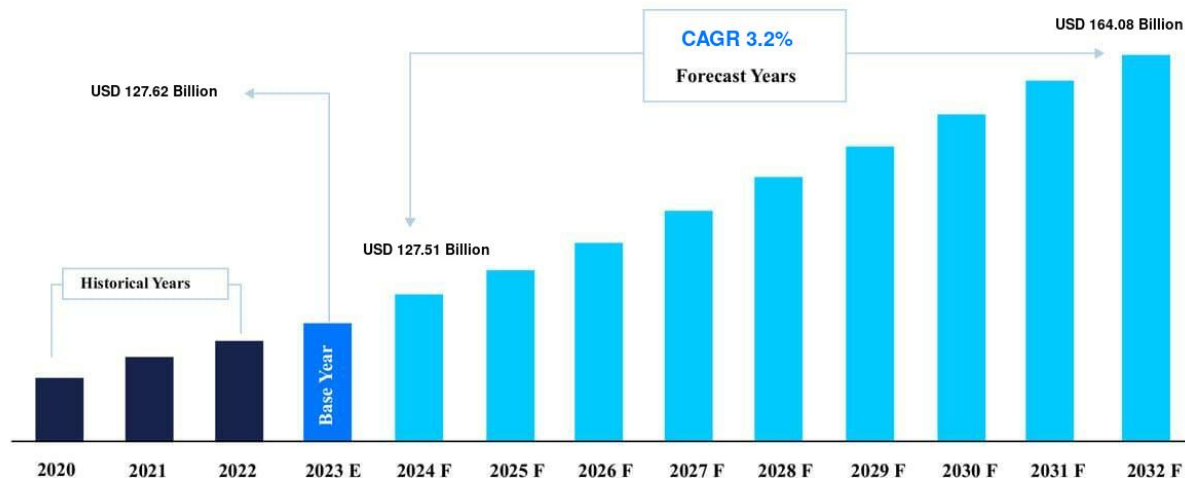
Note: More company profiles available on full reports.

Top 5 Company Market Share



**Total
65%**

Top 5 company market share



Source: Straits Research

Emerging Countries

United States

Germany

China

Emerging Companies

Acer Incorporated

HP Inc

Apple Inc

Market Trends

Growth Trends

- Increasing demand for portable and compact computing systems.
- Growth in online education and remote working trends which leads to more demand for laptops.
- Evolving consumer preferences towards high-performance laptops.
- Increasing digitalization and technological advancements.
- Emerging markets and increasing middle-class population in developing countries.
- Increasing investments in R&D by laptop manufacturers.
- Increasing usage of high-end technology like AI, IoT in laptops.

Factors considered while calculating market size and share

- Current and historical sales data of laptops.
- Competitor information and their market share.
- Size and growth of the target demographics.
- Global, regional and local economic conditions.
- Market trends and customer behavior.
- Technological advancements and their adaption rate.
- Pricing and affordability of laptops.
- Delivery and distribution channels.
- Growth of online shopping platforms.
- Government policies and regulations.

Key Market Indicators

- Annual sales data and growth rate.
- Market volatility.
- Consumer purchasing power.
- Market demand and supply chain efficiency.
- Technological progress and innovation.
- Entry or exit of market players.
- Market strategies and competitive landscape.
- Economic indicators like GDP, inflation rate, unemployment rate etc.
- New product launches and their success rate.

Growing popularity of smartphones and tablets

The demand for laptops is negatively impacted by the increasing popularity of smartphones and tablets. Due to the size advantages afforded by smartphones without considerable application compromise, consumers are choosing them over computers. For instance, just like laptops, smartphones are increasingly used for personal and professional purposes. Smartphones have several advantages over computers in terms of portability (ability to be carried) and advanced capabilities, including clear voice and text communication, mobile payments, and location-based advertising. However, the development of thin, lightweight, and feature-rich hybrid laptops has helped workers bring devices to the office more conveniently, reducing the impact of this difficulty.

Market Trends

Launch of latest laptop models

Laptops are frequently used for business, pleasure, entertainment, and educational purposes. In the upcoming years, it is anticipated that the demand for laptops will grow gradually and steadily. Increased replacement sales and the availability of new, cutting-edge models are credited with this growth. When a new upgrade is introduced, the technology quickly becomes outdated. The most recent laptop model may degrade after a year, forcing buyers to search for cutting-edge models with better features and capabilities. Due to the availability of models with powerful processing and computing capabilities, high-end laptops explicitly designed for gaming applications are also becoming more and more popular. The increasing use of the internet has positively impacted the expansion of the gaming industry.

The Microsoft Corporation estimates that more than 2 billion avid gamers worldwide. More than 18 months veterans of gaming are twice as likely to use a laptop than any other device. Laptops like the Alienware 17 have been made specifically for gaming by manufacturers like Dell, Inc. In addition, it is anticipated that the development of virtual reality headsets and their uses in gaming will spur consumer demand for high-end laptops throughout the forecast period. The market has shifted away from PCs to laptops in recent years due to shifting consumer preferences. Laptops are growing, particularly among business professionals, because they provide greater mobility flexibility than traditional PCs. Incorporating new features into laptops, such as touchscreen displays, built-in Wi-Fi, high-definition displays, and wide-area wireless technologies, has sparked interest among the younger population.

Rising adoption of technology in the education system

Globally, education is being significantly impacted by digital change. The way that education and training are delivered is undergoing a fundamental shift. The appeal of digital classrooms for pupils is vital. Bring Your Own Devices (BYOD), artificial intelligence (AI), and personalized learning are developing concepts that have altered how people teach, learn, and administer assessments. These technologies are changing the educational landscape through immersive learning experiences, more interactive learning, and increased visual and technological potential.

Children can learn thanks to the use of smart technologies like smartboards and smart desks interactively. Through visual presentations and analytical approaches, these technologies rethink the learning and teaching environments using laptops as a medium. Additionally, the growing importance of interactive projection systems has persuaded teachers to employ laptops in their classrooms. The teaching and learning process is enhanced via interactive projection—innovative learning paradigms aid kids in developing their logical and analytical mindsets.

Market Segments

By Type

Traditional laptops lead the market with a 52-56% share, prized for their reliability and broad utility, outpacing 2-in-1s and gaming laptops globally.



52-56%

Traditional laptops

By Operating System

By Operating System, Windows leads with a 62-66% market share among laptops, driven by its widespread adoption in both personal and professional environments.



62-66%

Windows

By Screen Size

The 15.0" to 16.9" segment holds a significant share, favored for its blend of mobility and screen real estate, leading over both smaller and larger sizes globally.



XX%

15.0" to 16.9"

Market Segments

By Price

The USD 501 to USD 1000 range captures a significant share, delivering value and performance, dominating over both lower and higher-priced laptop segments worldwide.



XX%

USD 501 to USD 1000

By Applications

Business applications hold a significant share, fueled by remote work and enterprise needs, surpassing personal and gaming uses in the global laptop market.



XX%

Business

Regional Overview

North America

North America holds a substantial share of approximately 23-25%, with the United States being the primary market, fueled by high consumer spending and technological advancements.



XX%

United States Market Share

Europe

Europe holds a significant share, with Germany as the leading contributor, supported by industrial prowess and a shift to hybrid work environments in the laptop market.



XX%

Germany Market Share

APAC

Asia-Pacific (APAC) leads the global market with over 32-35% share, driven by rapid technological adoption and manufacturing hubs, with China standing out as the largest contributor in this region.



XX%

China Market Share

Regional Overview

Middle East and Africa

Middle East and Africa hold a significant share, with the UAE leading, driven by luxury purchases and business needs in the laptop market.



XX%

UAE Market Share

LATAM

LATAM accounts for a significant share, with Brazil leading, growing steadily as economic development spurs laptop adoption in the region.



XX%

Brazil Market Share

Company Profiles

Companies	Websites	Headquaters	Establisheds	Key Executives	Revenues
Acer Incorporated	https://www.acer.com/in-en/	Taipei, Taiwan	1976	Jason Chen, CEO	~\$8.4 billion
Lenovo Group Limited	https://www.lenovo.com/in/en/pc/	Beijing, China	1984	Yang Yuanqing (CEO)	\$55 billion
HP Inc.	https://www.hp.com/in-en/home.html	Palo Alto, California, USA	1939	Enrique Lores (CEO)	\$48 billion
Apple Inc.	https://www.apple.com/	Cupertino, California, USA	1976	Tim Cook (CEO)	\$385 billion
Dell Technologies Inc.	https://www.dell.com/en-in	Round Rock, Texas, USA	1984	Michael Dell (CEO)	\$88 billion

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