

MARKET REPORT

An aerial photograph of a city skyline, likely London, featuring prominent buildings like the Gherkin and the Shard. The image is overlaid with a semi-transparent white rectangular box containing the title text. Below the box, there are decorative geometric shapes: a light grey trapezoid and a dark blue trapezoid.

Computers Global Market Briefing 2017

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Computers Global Market Briefing 2017

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Computers Global Market Briefing 2017

The computers market comprises of establishments manufacturing electronic programmable machines that receives input from its user, processes the information, and outputs results. The market is further segmented by product type into stationery computers, such as personal computers, and workstations, and portable computers such as laptops, notebooks, and tablets.

The Americas was the x largest geographic region in the computers market in 2016, accounting for \$x billion or x% of the global market. Asia was the x largest geographic market, accounting for \$x billion or x% of the global market. Europe was the x largest geographic market, accounting for \$x billion or x% of the global market. The Middle East and Africa accounted for x% and \$x billion, while Oceania accounted for x% of the global computers market.

Tablets Are Being Designed to Replace Laptops

Many technology companies are introducing large tablets to replace laptop computers. Users are also replacing their desktops, laptops and e-readers with tablets. Portability, ability to connect to 3G and 4G networks, and the light weight of these devices are the major reasons for individuals increasingly opting for tablets. According to a Nielsen study less than one-third of tablet owners surveyed indicated that their desktop usage will be limited or not at all.

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