

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 text. Below the box, there is a dark blue geometric shape that tapers to the right, and a light yellow rectangular area at the bottom of the page.

Computers Market Global Report 2017 Including:
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Computers Market Global Report 2017 Including: Laptop, notebook, personal computers, workstations, computer servers Covering: HP, Acer, Dell, Lenovo, Toshiba, IBM, Fujitsu, Asus, Apple, Microsoft

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 largest region in the computers market in 2016, accounting for around 47% market share. The Americas is the largest market because of high internet penetration, access to smart phone devices and high magazines and newspaper readership. Europe was the second largest region accounting for around 25% market share. Asia was the third largest region accounting for around 24% market share.

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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