

# PCs and Laptops - UK - August 2009

Report Price: £1500 / \$3000 / €2250

## What is this report about?

The UK retail market for PCs and laptops remains extremely competitive as rapid product development and intense competition at all levels of the market continue to drive prices down. In many cases retailers are running just to stand still and relying heavily on peripherals and accessories for any margin.



## Key issues covered in the analysis

- 13 million consumers still comparison shop in store before making a PC purchase. Why aren't stores converting this footfall into sales?
- Only a minority (10%) of consumers admit to buying the cheapest option after comparing prices online and instore. What message should PC retailers take from this?
- Mintel research shows that women and over 55yr old's are most likely to be confused by the range of products on offer. How can retailers exploit the full potential of this market?
- Mintel's research also shows that bricks & mortar specialists aren't getting their fair share of online pc sales, what's the problem, and how can it be fixed?
- The trend towards convergence means that mobile phone retailers will continue to expand into the market. What should established players do?
- Levels of knowledge vary amongst potential buyers. How can instore environments be developed to appeal to both the experienced and novice shopper?

## Scope of the report

This report comments on the markets for desktop and laptop/portable personal computers (including netbooks and ultra-portables), personal digital assistants (PDAs) as well as computer accessories (eg printers, scanners and other peripherals).

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