Desktop, Laptop and Tablet Computers - UK - August 2011

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"While consumers are probably more likely to associate the words cloud and ecosystem with scientific endeavours rather than computing needs, they are not necessarily averse to the underlying notion of compatibility amongst their gadgets made available through cloud technology within an integrated ecosystem."

– Cecilia Liao, Senior Technology Analyst

In this report we answer the key questions:

- **How will the market for desktops and laptops fare with the entry of tablet computers?**
- **What can bricks and mortar retailers do to attract customers shopping for computers?**
- **How do consumers perceive personal computer ecosystems and how will it evolve?**
- **To what extent are tablet computers shared in the home and what does it mean for manufacturers and advertisers?**

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