

Desktop and Laptop Computers - UK - August 2013

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"Hybrid tablets are perhaps the biggest threat to the fragile PC sector, however, convertible laptops could be the market's strongest defence weapon, as brands respond to consumers' desire for more portable computers."

– Paul Davies, Senior Technology Analyst

This report looks at the following areas:

- How much of a threat are tablets to this market?
- Do desktops have a future?
- How can laptop manufacturers meet consumers' desire for an even more portable computer?
- Has a mixed response to Windows 8 delayed upgrades?

Whilst in most cases tablets have not been bought as a direct replacement for existing laptops and desktops, the potential of hybrid tablets is set to drive a sea-change in computer ownership. People have already ditched desktops for more portable form factors, and laptops could well be destined for the same fate.

However, the second half of 2013 will see the release of computers featuring Intel's fourth-generation Haswell processor, as well as the update to the much-maligned Windows 8 operating system. PC sales are likely to recover as a result, although this will not make up the ground lost in the first six months of the year.

This report analyses consumer ownership and planned purchases of computers, and investigates how much they would be willing to pay for a new desktop or laptop PC. Mintel's research also investigates consumer interest in new innovations, the value they place on a range of computing specifications and their attitudes towards different form factors.

Finally the report assesses consumers' motivations for considering the purchase of a new computer in the next three months.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market