Desktop and Laptop Computers - UK - August 2014

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Chromebooks have the potential to really shake up the laptop market and offer consumers a much cheaper alternative to mobile computing".
– Ryan Munson, Research Analyst

This report looks at the following areas:

- How can Microsoft and computer manufacturers encourage users to upgrade to a new computer with the latest Windows operating system?
- How should Chromebook manufacturers encourage consumers to consider purchasing a Chromebook?

The meteoric rise of tablets in the last few years has had a huge impact on the desktops and laptops market, with consumers extending their PC replacement cycles and spending less when they do finally get around to buying a new model.

DID YOU KNOW?

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

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Appendix – The Consumer – Chromebooks

Appendix – The Consumer - Factors that Influence Choice of Computer