

Desktop and Laptop PCs - UK - August 2015

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"While volumes are forecast to continue to decline, constant innovation and improved mobile concepts will help to revive the market and contain short-term decrease rates, particularly with the launch of Windows 10 in July 2015, which is anticipated to boost consumer demand."

- Sara Ballaben, Technology Analyst

This report looks at the following areas:

- Maintaining the appeal of desktops
- Combating the threat of tablets

The term 'desktop' in this report refers to a computer that is intended for regular use at a single location. It encompasses towers, all-in-ones and small form factors such as mini and net-top PCs.

The term 'laptop' in this report refers to a computer intended for mobile use, which has the display, primary input device and speakers integrated into one unit.

The definition encompasses notebooks, netbooks, MacBooks, Chromebooks and Ultrabooks. The category also includes laptops that can be converted into a tablet form factor such as those with swivel displays or sliding keyboards, or those with a detachable keyboard (defined as 'hybrid laptops' or 'convertible laptops').

The category excludes tablets that can be docked with a standalone keyboard to convert to laptop form factor (eg Microsoft Surface), defined as 'hybrid tablets'.

The term 'tablet' in this report refers to a slate form factor computer designed for mobile use, with an integrated touchscreen as the primary display and mode of input.

This report only covers the UK consumer market for desktop and laptop computers; business-to-business sales are excluded from market data, and analysis refers only to trends in consumer markets unless specifically stated.

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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

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