

## Laptops and Desktops - US - January 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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



"Leading computer brands have struggled to grow their consumers computing revenue, and the market is increasingly influenced by innovative interfaces, such as touchscreen. However, opportunities remain, particularly as more resource-intensive digital content is released. The challenge for many brands moving forward will be to strike an ideal balance between the cost, functionality, and portability of their computing devices."

This report looks at the following areas:

- Retail sales to remain flat
- Responding to the mobile revolution
- Replacements are the top purchase motivation

### Definition

This report covers computing devices that are primarily marketed as a desktop or laptop computer. Mobile devices, such as smartphones and tablets, are not the primary focus of this report but are discussed in terms of how they have impacted the market. Topics covered in this report include household laptop and desktop ownership, purchase intent within the next 12 months, consumers' preferred devices for online activities, and consumer attitudes toward computers and computer purchasing. This report focuses on the following types of devices:

- Desktop computers
- Laptop computers
- 2-in-1 laptop computers that can be converted into tablets
- 2-in-1 tablets that are marketed as replacements to traditional laptops

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[reports@mintel.com](mailto:reports@mintel.com)

DID YOU KNOW?

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

# Laptops and Desktops - US - January 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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

## Table of Contents

Overview

Executive Summary

The Market – What You Need to Know

Market Size and Forecast

Market Factors

Key Players – What You Need to Know

What's Working?

What's Struggling?

What's Next?

The Consumer – What You Need to Know

Consumer Laptop and Desktop Ownership

Consumers' Intent to Purchase Computers

Consumers' Attitudes toward Computers

Devices Preferred for Selected Activities

Important Features for Computer Purchases

Research and Purchase Habits

Consumer Perceptions of Selected Computer Brands

Appendix – Data Sources and Abbreviations

Appendix – Market

Appendix – Consumer

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)