

## Desktop, Laptop and Tablet Computers - UK - July 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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



“The desktop, laptop and tablet market continues to decline, with desktops in particular still set for a difficult future, although manufacturers will hope the rapidly growing competitive gaming sector can help. Meanwhile, laptop sales continue to decline but Chromebooks are gaining in popularity.”  
**– Zach Emmanuel, Consumer Technology Analyst**

This report looks at the following areas:

Consumers are also increasingly finding value in using their tablet for working or studying purposes, as the likes of Apple and Samsung continue to push their credentials as genuine laptop replacements.

- **Plug-in accessories for the iPad could present tablets as a laptop alternative**
- **Working with esports stars could help boost desktop sales**

**BUY THIS  
REPORT NOW**

**VISIT:**  
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

### DID YOU KNOW?

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

# Desktop, Laptop and Tablet Computers - UK - July 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

## Table of Contents

### Overview

- What you need to know
- Products covered in this Report

### Executive Summary

- The market
  - DLT value declines marginally after 2018
    - Figure 1: Forecast for the value of the desktop, laptop and tablet market, 2014-2024
    - Figure 2: Forecast for the volume of desktop, laptop and tablet sales, 2014-2024
  - CPU shortages cause Intel to focus on higher-end computers
  - 5G computers in the pipeline but incentive to upgrade will be limited
- Companies and brands
  - iPad's broad appeal helps Apple maintain top spot
    - Figure 3: Desktop, laptop and tablet combined market share
  - Lenovo and Qualcomm unveil 5G-capable computer
  - Apple contributes to overall jump in industry advertising spend
- The consumer
  - Continued decline in desktop ownership
    - Figure 4: Ownership of desktops, laptops, tablets and smartphones, 2017-19
  - Increase in tablets with detachable keyboards for Millennials
    - Figure 5: Ownership of a detachable tablet keyboard, by generation, 2018 and 2019
  - Consumers prefer laptops over desktops or tablets for most tasks
    - Figure 6: Use of technology devices at home, April 2019
  - Almost half think smartphones are decreasing the importance of computers
    - Figure 7: Attitudes towards tablets and smartphones compared to desktops/laptops, April 2019
- What we think

### Issues and Insights

- Plug-in accessories for the iPad could present tablets as a laptop alternative
  - The facts
  - The implications
- Working with esports stars could help boost desktop sales
  - The facts
  - The implications

### The Market – What you Need to Know

- Market value declines marginally after 2018
- Apple's hardware and software improvements help tablets to maintain sales
- Increased interest in mobile working hurting desktop sales

**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)

# Desktop, Laptop and Tablet Computers - UK - July 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

CPU shortages cause Intel to focus on higher-end computers  
5G computers in the pipeline but incentive to upgrade will be limited

## Market Size, Segmentation and Forecast

Market value declines marginally after 2018

Figure 8: Forecast for the value of the desktop, laptop and tablet market, 2014-2024

Figure 9: Forecast for the volume of desktop, laptop and tablet sales, 2014-2024

Figure 10: Forecast for the value of the desktop, laptop and tablet market, 2014-2024

Increased interest in mobile working hurting desktop sales

Figure 11: Forecast for the value of the desktop market, 2014-2024

Figure 12: Forecast for the volume of desktop sales, 2014-2024

More hybrid laptops and Chromebooks could help laptop sales

Figure 13: Forecast for the value of the laptop market, 2014-2024

Figure 14: Forecast for the volume of laptop sales, 2014-2024

Apple's software and hardware improvements help tablets to maintain sales

Figure 15: Forecast for the value of the tablet market, 2014-2024

Figure 16: Forecast for the volume of tablet sales, 2014-2024

## Market Drivers

CPU shortage causes Intel to focus on higher-end computers  
Growing competitive gaming sector could help desktops  
5G computers in the pipeline but incentive to upgrade will be limited  
Tablets increasingly focused on working and studying use cases

## Companies and Brands – What You Need to Know

iPad's broad appeal helps Apple maintain top spot  
Asus unveils ZenBook Pro Duo and ScreenPad 2 for mid-range ZenBook computers  
Apple contributes to overall jump in advertising spend  
Samsung and Micro Star International also increase advertising efforts

## Market Share

iPad's broad appeal helps Apple maintain top spot  
Figure 17: Desktop, laptop and tablet combined market share  
Microsoft could gain market share with cheaper Surface Go option

## Launch Activity and Innovation

Apple refreshes iPad Pro, Mini and Air...  
Figure 18: Apple iPad Pro  
Figure 19: Apple iPad Pro with Apple Pencil  
...and also announces a new tablet operating system  
Figure 20: iPadOS used as a second screen for a MacBook  
Samsung releases two Galaxy Tabs within eight months  
Figure 21: Samsung DeX on Galaxy Tab S4

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://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)

# Desktop, Laptop and Tablet Computers - UK - July 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

Asus unveils ZenBook Pro Duo and ScreenPad 2 for mid-range ZenBook computers

Figure 22: Asus ZenBook Pro Duo

Lenovo and Qualcomm unveil 5G-capable computer

## Advertising and Marketing Activity

Apple contributes to overall jump in industry advertising spend

Samsung and Micro Star International also increase advertising efforts

Figure 23: Total above-the-line, online display and direct mail advertising expenditure on desktops, laptops and tablet computers, 1 May 2018-30 April 2019

Nielsen Ad Intel coverage

## Brand Research

Brand map

Figure 24: Attitudes towards and usage of selected brands, June 2019

Key brand metrics

Figure 25: Key metrics for selected brands, June 2019

Brand attitudes: Samsung remains the most trusted brand

Figure 26: Attitudes, by brand, June 2019

Brand personality: Samsung also seen as most accessible and ethical

Figure 27: Brand personality – macro image, June 2019

Consumers see Apple as expensive but prestigious

Figure 28: Brand personality – micro image, June 2019

Brand analysis

Samsung is most recognised and recommended brand

Figure 29: User profile of Samsung, June 2019

Apple Mac users most likely to have an excellent experience

Figure 30: User profile of Apple Mac, June 2019

Amazon Fire has joint third highest recommendations

Figure 31: User profile of Amazon Fire, June 2019

Hewlett-Packard is in the top three for delivering high quality

Figure 32: User profile of Hewlett-Packard, June 2019

Dell has strong awareness and an association with reliability

Figure 33: User profile of Dell, June 2019

Microsoft Surface has lowest awareness but positive experience for users

Figure 34: User profile of Microsoft Surface, June 2019

Lenovo seen as being among the least unique brands

Figure 35: User profile of Lenovo, June 2019

Acer seen as the most affordable brand but has lowest recommendations

Figure 36: User profile of Acer, June 2019

## The Consumer – What You Need to Know

Continued decline in desktop ownership

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)

# Desktop, Laptop and Tablet Computers - UK - July 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

- Increase in tablets with detachable keyboards for Millennials
- Purchase considerations stay on track
- Most consumers do not prioritise brands for new computer purchases
- Consumers prefer laptops over desktops or tablets for most tasks
- Almost half think smartphones are decreasing the importance of computers

## Desktop, Laptop and Tablet Ownership

- Continued decline in desktop ownership  
Figure 37: Ownership of desktops, laptops, tablets and smartphones, 2017-19
- All-in-one desktops gaining appeal for Millennials  
Figure 38: Type of desktop owned, 2017-19
- Chromebooks rise in ownership  
Figure 39: Type of laptop owned, 2018 and 2019
- Windows continues to dominate PC operating systems  
Figure 40: Operating systems on desktops and laptops, April 2019
- Android makes up half of tablet operating systems  
Figure 41: Tablet operating system, April 2019
- Increase in tablets with detachable keyboards for Millennials  
Figure 42: Ownership of a detachable tablet keyboard, by generation, 2018 and 2019

## Form Factor Purchase Considerations and Research Methods

- Purchase considerations stay on track  
Figure 43: Computer form factors considered for purchase in the next 12 months, 2018 and 2019
- Half of consumers rely on user reviews when researching new computers  
Figure 44: Sources of research for new devices, April 2019  
Figure 45: Reasons for using social media to research new computers, April 2019
- Most consumers do not prioritise brands for new computer purchases...  
Figure 46: Importance of computer branding, April 2019
- ...but parents with children aged 18 and under do value branding  
Figure 47: Importance of computer branding – CHAID – Tree output, May 2019

## PC and Tablet Usage at Home

- Consumers prefer laptops over tablets or desktops for most tasks  
Figure 48: Use of technology devices at home, April 2019  
Figure 49: Use of tablet at home, 2018 and 2019
- Smartphones gaining in use across several areas  
Figure 50: Use of smartphone at home, 2018 and 2019

## The Importance of Computers and Attitudes towards Voice Assistants

- Almost half think smartphones are decreasing the importance of computers
- Consumers split on tablets replacing laptops or desktops  
Figure 51: Attitudes towards tablets and smartphones compared to desktops/laptops, April 2019

**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)

## Desktop, Laptop and Tablet Computers - UK - July 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

Six in 10 computer owners not interested in voice assistants

Figure 52: Use or would use voice assistant for desktop or laptop, April 2019

### Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://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)