

Desktop, Laptop and Tablet Computers - UK - August 2012

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"The launch of Windows 8 will provide opportunities to tablet manufacturers not only because the interface was designed for use on tablets from the ground up, but also because Microsoft's Windows Store should prove attractive to developers as the company is providing financial incentives that undercut Apple and Google."

- Matt King, Head of Technology and Media Research

In this report we answer the key questions:

- **How can retailers persuade consumers to opt for 3G-enabled tablets?**
- **How can tablet manufacturers compete against Apple?**
- **How will the release of Windows 8 affect the market?**
- **To what extent have tablets impacted the desktop and laptop markets?**

This report examines the consumer market for desktop, laptop and tablet computers. It considers the numbers and types of devices found in UK households; how consumers are using their devices; which features consumers value when considering a new purchase; and general attitudes towards desktop, laptop and tablet computers.

The term 'computer' in this report encompasses desktop and laptop form factors but excludes 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 nettop 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 term 'tablet' in this report refers to a slate form factor computer designed for mobile use, with an integrated touch screen as the primary display and mode of input.

This report is concerned only the consumer market for desktop, laptop and tablet 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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