Laptops and Desktop Computers - US - August 2013

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"The computer market does not lack for innovation. In fact, so much effort has been placed in product development that the industry may have temporarily stepped ahead of consumer taste and awareness, and run into problems that can be tackled via marketing rather than an endless stream of new technologies and functionality."
– Billy Hulkower, Senior Technology Analyst

This report looks at the following areas:

- Are convertibles the answer to sector woes?
- Can the desktop be the new television?
- How many computing devices does a household need?

Recent news for the PC industry has been poor. Global shipments are falling at historical rates in 2013. However, only a fraction of current computer owners see tablets as a reasonable replacement for a computer—most owners want a keyboard, substantial storage space, and a more powerful tool for productivity. Even as a market in decline, the PC remains a critical piece of the digital life, and one that merits substantial branding campaigns. This report provides the research, insights, and innovations necessary to brand survival as the PC market contracts in the near term, and evolves in the long term.

This report builds on the analysis presented in Mintel's PCs—U.S., August 2012. The report covers desktop and laptop computers, including all-in-one (AIO) PCs, ultralights netbooks, and convertible laptop/tablets sold with a hard keyboard and marketed as a computer. Tablets are only discussed as a competitive product. Peripheral hardware, software, and online services are not the focus of this report, and are only discussed as drivers where relevant.

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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