

PC Gaming: Desktops and Laptops - US - January 2020

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This report looks at the following areas:

- Powerful machines needed for a great gaming experience
- PC gamers improve performance with accessories
- Reputation matters to PC gamers
- PC gamers invest in a larger library of games

The market for PCs is in decline as unit sales fell from 2014-19. However, PCs remain relevant in gaming and 31% of all adults play on a computer; among gamers, the share increases to 44%.

There is significant crossover between gaming on a PC and other platforms, making it a very fluid market covering a wide variety of interests. Most PC gamers use a Windows computer, with HP and Dell leading the market on the manufacturer side. The PC gaming audience overall is split pretty evenly between desktops and laptops. However, older gamers favor desktops and younger gamers play on laptops. As laptop computing power improves, desktops will need to double down on component sales and at-home value to stay relevant (see Gaming PCs: Types, Operating Systems and Brands).



"From older casual gamers playing simple card games on their home computers to younger gamers investing in dedicated gaming hardware, the PC gaming audience encompasses a vast array of interests."

- John Poelking, Senior Gaming Analyst

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