

Desktop and Laptop Computers - China - August 2014

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“Over the past few decades, desktop and laptop computers have become essential both for business and personal use. However the rise of mobile devices, in particular tablets and smartphones, has posed a serious threat to these ‘traditional’ forms of personal computers. The demand for portability is the biggest threat to desktop and laptop computers’ long-term development.”
- Can Huang, Senior Research Analyst

This report looks at the following areas:

- What are the current usage patterns of desktop and laptop computers in China?
- Are consumers still enthusiastic to purchase desktop and laptop computers in future?
- What are the key deciding factors influencing consumers’ buying behaviour?
- Is there still a future for desktop computers?
- How should laptop manufacturers react to the emergence of tablet computers?

In future, desktop computers will become a niche segment, while laptops will continue to evolve with improved functionality and innovations in form factor, as has been seen with convertible and hybrid laptops. Tablets and smartphones will likely remain important supplementary devices rather than replacing desktop and laptop computers completely.

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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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